DECEMBER 2, 1946 PRICE 15 CENTS

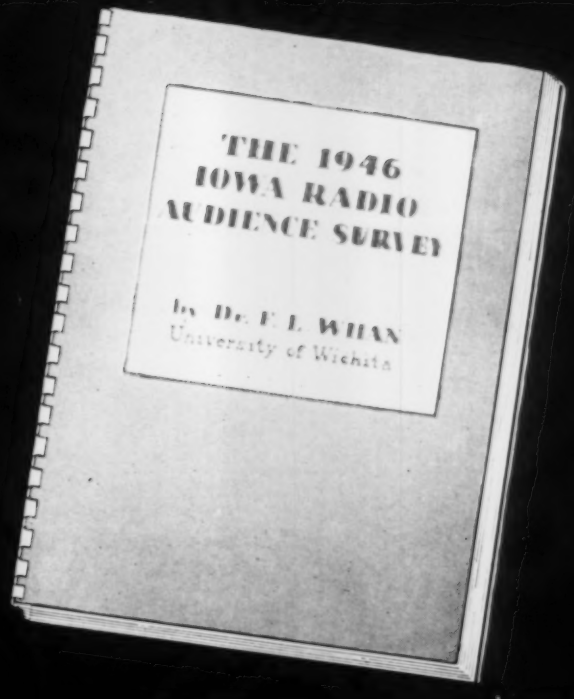
BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

GET THIS COMPLETE PICTURE OF RADIO IN IOWA—

The Answer to Almost Every Question You Can Ask— Yours on Request!



Here are the answers given by radio families, in all of Iowa's 99 counties, to the very questions *you* would ask, *to determine how to spend your advertising dollars in Iowa.*

The 1946 Iowa Radio Audience Survey, conducted by Dr. F. L. Whan of the University of Wichita, covered every *eightieth* radio home in Iowa. *It tells all* about Iowans' station and program preferences, reveals everything about their radio listening habits, likes and dislikes on a great variety of subjects. It is complete with totals, break-downs by age, sex, place of residence. It is organized to give you all the facts, in minimum time.

This complete Survey is a *MUST* for every advertising or merchandising executive doing business in Iowa. It will be the most valuable book in your data file. Write for your free copy, NOW.

WHO

for Iowa PLUS

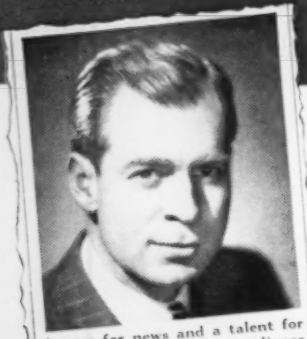
Des Moines . . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager

Free & Peters, Inc., National Representatives

Promotion with a Punch for WCOP Local Programs

Meal-making can be merry! Mildred Bailey proves that every day on her WCOP program, "FOOD IS FUN", which reaches Greater Boston housewives from 1:00 to 1:15 PM Monday through Friday and from 10:00 to 10:15 AM on Saturdays. Miss Bailey offers practical, easy-to-prepare menus, mixed with valuable household hints. 1150 on your radio dial.

Are you a home gardener with problems? Having trouble with your lawn, shrubs, or flowers? George Graves has pertinent information for you on his HOME AND GARDEN NEWS, broadcast over WCOP daily, Monday through Saturday from 7:15 to 7:25 AM. He's an outstanding agriculturist and horticulturist, with a special flair for the home garden. 1150 on your radio dial.



A nose for news and a talent for presenting it to the radio audience with zest and interest — that's why RON COCHRAN of WCOP is one of New England's favorite newscasters. Heard daily at 6:15 PM on the WCOP - Boston Globe News. Keep tuned to WCOP for the latest and most complete news. 1150 on your radio dial.

"THE OLD SALT", Ralph Barker of Gloucester, is famed for his accuracy in forecasting the weather. He broadcasts complete 5-minute weather summaries to WCOP listeners at 7:40 AM and 6:30 PM daily Monday through Saturday, and a special week-end forecast on Saturdays at 12:40 PM. 1150 on your radio dial.

Sport fans depend on CHUCK CROSBY for accurate, colorful sports broadcasting over WCOP every evening, Monday through Saturday, from 6:35 to 6:45 PM. Chuck is a new addition to the WCOP sports staff after serving in the Army. You'll find him at 1150 on your radio dial.

1,400,000 people in Greater Boston are continually reminded of WCOP local programs through newspaper "reader ads" like these, *plus* window displays, announcements, magazine ads, outdoor boards and car cards. With new power and vigorous merchandising, backed up by all-out listener promotion, WCOP is Boston's outstanding buy in radio advertising.

Now 5,000 watts

Rates and availabilities from any Katz office

WCOP Boston

A **Cowles** Station
Exclusive American Broadcasting Company Outlet in Boston

WSIX

gives you all three:

The Market—Nashville's retail trade area alone has a spendable income of over 800 million dollars a year.

The Coverage—WSIX effectively covers the Nashville market area and its radio families.

The Economy—You effectively reach so many who have so much to spend.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

00 WATTS
0 KC

National Representative:
THE KATZ AGENCY, Inc.

ed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

ALTHOUGH Washington sources expected President Truman to name Charles R. Denny Jr. permanent FCC chairman (see Porter story this page) high-ranking Democrats urging appointment of Sen. James M. Mead, N. Y., who called on President Friday, or Sen. Hugh B. Mitchell, Wash., both defeated in November elections.

"RIPPER" BILL now being drafted to abolish FCC and create five-man board, each to be selected from different part of country. Probe of FCC when new Congress sits probably will develop through consideration of this legislation. One reason behind Sen. Charles W. Tobey's insistence that Congress investigate FCC, particularly why FM moved upward: He lives at Temple, N. H., has depended on WMTW for radio, had 15-hour daily service "clear as bell" while WMTW was on old frequency. Since transition to 98.1 mc (and subsequent power reduction from 50 kw to 10 kw) Senator Tobey has been without good service, despite high-band receiver. If same thing is taking place throughout country, he reasons, FCC is restricting rather than expanding FM service to listeners.

NEW TRUMAN committee to ferret out disloyal elements in Government (which means Communists) can be expected to forage in FCC pasture. Charges repeatedly made on Capitol Hill that FCC staff is shot through with persons of Communist leanings and even direct party membership, but last year has seen significant staff changes.

LABOR-MANAGEMENT observers in Chicago giving odds James Caesar Petrillo, AFM president, will lose motion today to dismiss Government Bill of Criminal Information against him, charging Lea Act violation (see story page 14). Petrillo reportedly unhappy over John L. Lewis' calling UMW strike against Government on eve of court decision in Lea Act case. General feeling in Chicago: Labor's defiance of Government reacting unfavorably in public sentiment. Mr. Petrillo defied not only industry but also Congress, NLRB and President.

BMI WILL provide entertainment for National Press Club's dinner for President Jan. 11. Hope expressed by entertainment committee of NPC that BMI and ASCAP, which at one time provided entertainment, will alternate on contribution in future years.

STRAWS in international broadcasting wind: Despite France's earlier ultimatum that State Dept. give up Algiers transmitter, odds are that U. S. programs will continue over Radio Algiers after first of year—but not in Russian language . . . Watch for U. S. to start blasting into Soviet Union with Russian-language news about mid-spring—using powerful transmitters at Munich. Certain influential Congressmen may ask State Dept. if CBS and

(Continued on page 81)

Upcoming

Dec. 2: Opening Sessions of Industry-Government conference on World Telecommunications proposals, State Dept., Washington, D. C.

Dec. 9: Opening of Color TV Hearings, FCC Hqtrs., Washington, D. C.

Dec. 11: RMA Board of Directors, Hotel Biltmore, New York.

(Other upcomings, page 72)

Bulletins

FORT INDUSTRY Co., operating stations in Ohio, West Virginia and Florida, last week purchased choice one-acre tract on Woodward Ave., Detroit, opposite Public Library and Institute of Fine Arts, as new headquarters location. Property purchased for approximately $200,000 by George B. Storer, president, from Ford Motor Co. Fort Industry has contracted for purchase of WJBK Detroit for $550,000, awaiting FCC approval, and site would be used for that station plus television and FM outlets.

Business Briefly

PACKARD NAMES ● Packard Motors Export Corp., Detroit, appointed International Division of Young & Rubicam, N. Y., to handle international advertising beginning Jan. 1, 1947.

PRO PLAYOFF SPONSORS ● General Mills Inc. through Knox Reeves Inc., Minneapolis, and Wilson Sporting Goods Co., Chicago through Ewell & Thurber, Chicago, will co-sponsor annual National League championship pro football game, on ABC. Game either Dec. 15, or Dec. 22, dependent upon outcome of Eastern division. Harry Wismer will handle play-by-play.

NEWBERRY PARTICIPATION ● J. J. Newberry Co., Los Angeles, signed for 52 weeks participation on KNX Los Angeles daily *Sunrise Salute*. Agency, Allied Advertising, Los Angeles.

FITCH, KRAFT RENEW ON NBC

NBC Central Division, Chicago, set at rest rumors F. W. Fitch Co. was dissatisfied with poor showing of *Fitch Bandwagon* by announcing sponsor ordered 52-week renewal. Paul McCluer, NBC Central Division Network sales manager, also announced renewal of *Kraft Music Hall*, effective Jan. 2, for 52 weeks through J. Walter Thompson Co.

Porter Quits OPA; Leaving Government

PAUL A. PORTER, whose resignation effective Dec. 4 as Price Administrator accepted Friday by President Truman, will meet with BMI committee, which is to recommend new organization president, Thursday—day after leaving Government. He was to have met Nov. 25 with committee, but AFRA-network negotiations and John L. Lewis coal strike caused postponement.

Mr. Porter settled rumors he would remain in Government, informing President "personal reasons" made it imperative he leave Federal service, where he served nearly a decade. This clears way for early appointment of Charles R. Denny Jr. as permanent FCC chairman, an expected development. He has been acting chairman since Mr. Porter went to OPA last March. Whether President would name seventh Commissioner by recess appointment unknown, but held likely, inasmuch as it was no secret he held FCC post open for Mr. Porter.

No decision as to new BMI president can be reached before Dec. 10, although Mr. Porter favored candidate and disposed to accept.

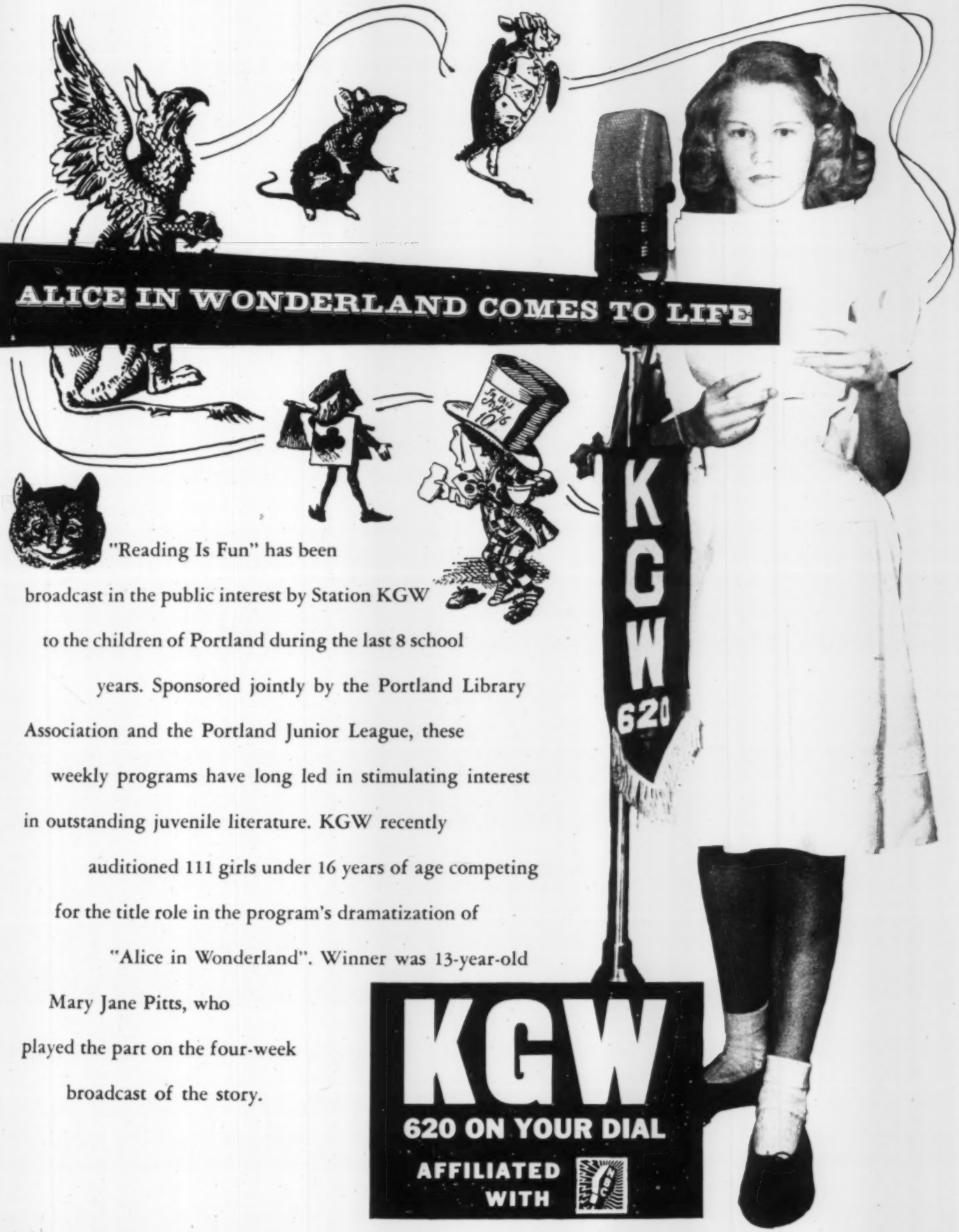
In resignation letter Mr. Porter said he did not believe he could "make any further contribution" to OPA operations, that liquidation of price agency was "well under way" and added OPA's part of that program now being put into effect. "I do not believe that I can personally make any further contribution to these operations and, accordingly, I am submitting my resignation to take effect at your early convenience," he wrote.

Mr. Truman told retiring OPA chief that "the danger of ruinous postwar inflation is much lessened by the efforts which you and your associates have made in the critical months since price control was extended. Indeed there is no cause for pessimism over the economic outlook for the future if management and labor will, under freedom from direct Government controls, demonstrate the kind of patriotic concern for the common good which has characterized your administration of OPA."

Mr. Porter declined comment on future plans except to say he would take a "long rest." Asked about published reports he had been offered ABC presidency, he said: "About the only job I haven't been offered, according to rumor, is managing the Yankees."

Mr. Porter began Government career in 1933, with Agriculture Adjustment Administration; next year became chief, Press Section, Dept. of Agriculture; joined CBS Washington as counsel and aide to Harry Butcher, vice president, in 1937; left CBS in 1942 to become aide to Chester Davis on National Defense Council; member of board of directors, Commodity Credit Corp.; deputy administrator, OPA, in charge rent control; associate War Food Administrator under Marvin Jones; assistant director, Economic Stabilization under Judge Fred Vinson, now Chief Justice.

He was publicity director, Democratic National Committee, 1944 campaign, was given recess appointment to FCC chairmanship by late President Roosevelt in December 1944, subsequently nominated and approved by Senate in early 1945. Left FCC in March 1946 to head OPA.



"Reading Is Fun" has been broadcast in the public interest by Station KGW to the children of Portland during the last 8 school years. Sponsored jointly by the Portland Library Association and the Portland Junior League, these weekly programs have long led in stimulating interest in outstanding juvenile literature. KGW recently auditioned 111 girls under 16 years of age competing for the title role in the program's dramatization of "Alice in Wonderland". Winner was 13-year-old Mary Jane Pitts, who played the part on the four-week broadcast of the story.

KGW

620 ON YOUR DIAL

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Fulton Lewis, jr.

available* now in Chicago on WGN

Outstanding cooperative program — dominant station — important market!

Team up with Fulton Lewis, jr. — available on station WGN in the big Chicago market. On 219 stations from coast to coast, local and national advertisers find the Lewis audience responsive to their salesmanship.

Wire, phone or write us immediately for complete information about Fulton Lewis, jr. and the significant WGN market.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

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® Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

For more than 15 years,

Anice Ives—in her own warm, friendly style—has been bringing a wide variety of feminine topics to the women of Philadelphia.

To these women,

the buyers in the nation's third market, Anice Ives delivers her advertisers' messages daily—and with amazing results! The measure of these results is continued renewals. Four of Anice Ives' current sponsors—Andy Boy Broccoli, Abbotts Dairies, Philadelphia Electric Company, Mrs. Schlorer's Mayonnaise—have been with her for more than 4 years, and two advertisers—Rockwood Chocolate and General Foods—for more than 2 years.

A participation

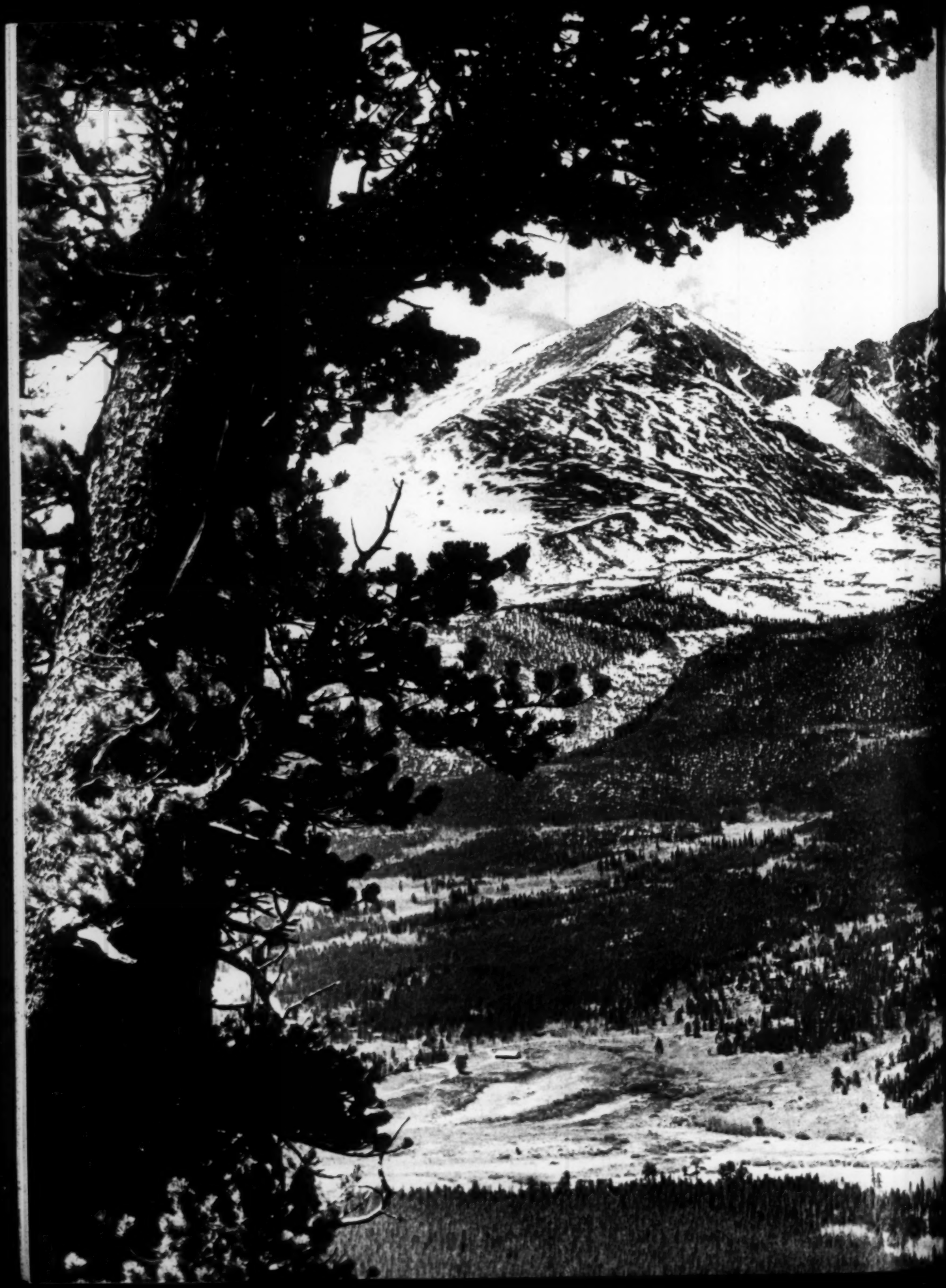
on this popular women's program is now available! Contact WFIL or The Katz Agency today! Let Anice Ives sell YOUR product!

AN ABC AFFILIATE

WFIL 560 *First* ON YOUR DIAL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

The Philadelphia Inquirer | Station



Incomparable!

That's the word for Colorado, home state of KOA. It applies also to *KOA Home Forum*, a program where Lora Price does such a selling job that participating advertisers have called it "absolutely perfect."

Since 1942, thousands of housewives in the vast Rocky Mountain & Plains States region have been tuning regularly to *KOA Home Forum* for news about interior decorating, food suggestions, beauty and fashion notes, child care and psychology, book reviews, interviews and music. Monday through Friday mornings at 11, Miss Price offers the kind of program best suited to garner morning audiences and to sell the goods and services of her three daily sponsors.

The great popularity and influence of *KOA Home Forum* was proved once again this October, in the offer by Miss Price of a leaflet on crocheting instructions. This limited appeal item pulled 367 requests in the first week alone . . . after a *single* 45-second announcement.

Naturally Lora Price and *KOA Home Forum* are booked solid. Occasionally, though, there's an opening. Enter your name on the list waiting for such an opportunity but, meanwhile, investigate the other KOA-built programs capable of creating maximum listener attention from Canada to Mexico.

FIRST IN DENVER

KOA

50,000 WATTS 850 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

Photo by O. Roach—Denver

KFOR

In Nebraska's second market, only one radio station makes it a policy to serve that market alone. That's KFOR. People in the Lincoln area know that KFOR is constantly on the job serving them with well-produced local programs that appeal *directly* to them. They know that KFOR keeps them well informed with intelligent news broadcasts and far more special features in the public interest than any other station.

So listeners in the Lincoln area keep their dials set at 1240, KFOR, the station that serves them best. You can sell this loyal audience at very low cost. Contact KFOR or Edward Petry for availabilities in spots and local shows that can do the job for you competently and effectively.

Represented By
EDWARD PETRY CO., INC.

NEBRASKA'S 2nd MARKET
GORDON GRAY, *Vice Pres. and General Manager*
HARRY PECK, *Station Manager*
BASIC ABC-1240 KC
LOCAL CHANNEL

Feature of the Week

EVEN as the coal strike was getting underway, Denver schools were preparing for the emergency. By the middle of last week the city's five stations were mobilized to continue education of youngsters unable to attend school.

Each of the stations—KOA (NBC owned and operated); KVOD (ABC); KFEL (MBS); KLZ (CBS); KMYR (independent)—cancelled many commercial periods, with the Rocky Mountain Radio Council coordinating preparation and production of programs. Each station carries regular programs recommended as "assignments" by the council and an advisory panel of teachers.

Children of school age are urged to dial at the published hours and to keep complete records of their listen-lessons. In the case of constructive hobbies such as model-building or music instruments they are asked to report daily progress. After the no-coal recess is over they will be expected to return to school with concrete evidence of how they helped educate themselves.

Among programs offered are:

KOA—Local programs, *Treasure Trails of Melody; Journeys Behind the News; Music You Want; These Kids of Ours; It Happened Today.* Among network programs are *Harvest of the Stars; Chicago Round Table; American Album of Familiar Music; Telephone Hour.*

KVOD—Local, *Story Time Series; I Sing America.* Network programs include *Coast to Coast on a Bus; Metropolitan Opera; History in the Making.*

KLZ—Local, *Colorado Speaks.* Network programs include *School of the Air; Invitation to Learning; Behind the Atom; Radio Theatre.*

KFEL—Local, *Art Speaks, Your Language* and *Let's Make Music.* Network, *Knowledge in Action; Exploring the Unknown.*

KMYR—Local, *Music of the Stars; Adventures in Fine Music; Children's Symphony; It's Fun to Grow Up.*

Sellers of Sales

WANTED: A job. Available: An idea that a string of newspapers might be willing to finance a round-the-world steerage trip in return for feature coverage of same. Result: a job.

O. K. So you'll never get rich that way. But Arch Morton enjoyed a profitable year seeing the world. As a first sale it was a good start for the young man who was to become CBS Western Division sales director.

ARCH

Banking was his intended career but the depression botched that up. Odd jobs followed including work as a logger and a necktie salesman. Then the round the world jaunt.

Travelling by freighter, rail, horseback and motor, and living catch-as-catch-can, he started from San Francisco over a non-tourist course. This de-Cooked tour included a ride through the Khyber pass in a dilapidated Chevrolet manned by natives and a horseback crossing of the Hindu Kush.

Returning to his home in Seattle in 1932, he became a salesman for the Street Railway Adv. Co., remaining there until 1934 when KOMO Seattle beckoned with a sales berth he filled for a year.

His radio experience set him up for a post as account executive with Erwin Wasey & Co., Seattle. In February 1937 he joined the KIRO Seattle sales staff. From 1939 until 1942 he was sales manager for KIRO, then went to Hollywood as network sales service manager for CBS there. One year later he was named sales manager of KNX Hollywood, and in June of this year took his present title.

Reputedly, he is now operating a $2,000,000 annual business in time alone, plus several hundred thousand in program sales. Altogether this involves more than 150 accounts.

Literally and figuratively John Archie Morton has covered a lot of ground since his birth at Rawal Prindi, Punjab, India, Feb. 1, 1905. The son of missionary parents, he was brought to Seattle at 5 and reared there.

College: Yes, four years — Freshman, Muskingum College, Ohio; Sophomore, U. of Washington; Junior, U. of Michigan; Senior, U. of Washington. Result: Fifteen hours short of banking degree.

Married: Yes. Wife's maiden name: Clara Huggins. Date: August 5, 1933. Place: Seattle. Family: John A. Jr., 11, and Joseph, 4. Present home, Brentwood, Calif.

Member of Sales Managers Assn. of Southern California, Los Angeles Ad Club and Psi Upsilon.

WDEL
WILMINGTON, DEL.
SELLS

WDEL is located in Wilmington, Delaware which, because of its strategic location, transportation facilities and wide industrial diversification is assured a great, stable and prosperous future. WDEL sells profitably for you in this area composed of Delaware, southern New Jersey, parts of Maryland and Pennsylvania.

5000 WATTS
DAY AND NIGHT

BASIC STATION

Represented by
RADIO ADVERTISING COMPANY
New York • Chicago
San Francisco • Hollywood

KWK NEWS

THOMAS PATRICK, INC. HOTEL CHASE ST. LOUIS, MO. VOLUME 1, No. 1

CHESTERFIELD SELECTS KWK and GIL NEWSOME SIX HOURS PER WEEK

ABC Club at 10 pm Monday to Saturday

Radio Station KWK has been selected by Liggett & Myers to bring the Chesterfield ABC Club to St. Louis. And naturally they chose KWK's Gil Newsome to be master-of-ceremonies on the show which will be heard every Monday through Saturday from 10:00 pm to 11:00 pm.

KWK feels highly complimented that Chesterfield has chosen KWK and Gil Newsome to do this job. A 76% increase in KWK's share of the audience and Newsome's average Hooperating of 12.5 on his "First Five" program each evening at 6:15 pm, indicates why Chesterfield picked this combination.

Newsome in his short time on KWK, has easily become St. Louis' most popular entertainer. KWK is proud of this veteran radio artist who program "The

Gil Newsome on "ABC Club"

11.2 Rating on Gil Newsome's Teen Thirty O'Clock Club

Gil Newsome's "Teen Thirty O'Clock Club", heard at 10:30 am each Saturday morning, has earned a Hooperating of 11.2 in the summer rating, although it has only been on the air

"Thirty O'Clock Club"

Newsome Plays Memory Song, Couple Reunites

A reunited couple was th sult of Gil Newsome readir letter he had picked in his ' ory Song" section of the Club" on KWK.

The winner, who is evening in the Chas

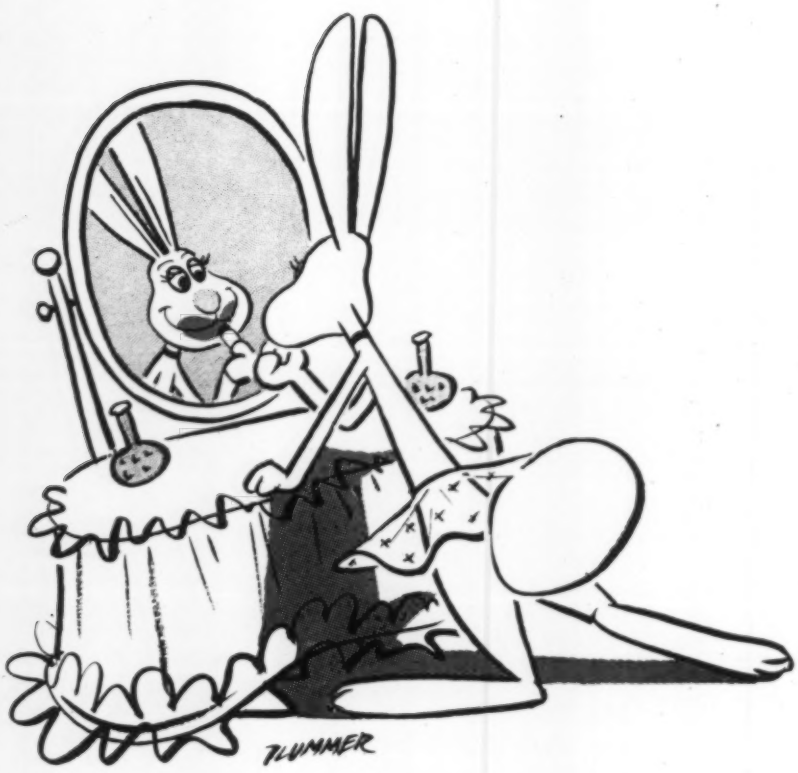
For St. Louis' Outstanding Personalities and Locally Produced Shows, it's

HOTEL CHASE
ST. LOUIS

KWK

PAUL H. RAYMER CO., Representative

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!



● **Lip-stick doesn't make the gal—clothes don't make the man—but oh, what a difference a little extra effort and some *finishing touches* will produce!**

F&P believes in extra effort—in doing "what's necessary", plus a whole lot more. If you want information, our idea is to give you *all* the information we can dig up for you. If you want availabilities, our idea is to get them for you *faster*. . . . *Whatever* you want, we'll put extra effort into getting it for you. And ten to one you'll be extra satisfied with the results.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

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BROADCASTING
TELECASTING

VOL. 31. NO. 22 WASHINGTON, D. C., DECEMBER 2, 1946 $5.00 A YEAR—15c A COPY

AFRA, Networks Resolve Main Issues

Fact Board Would Replace 'Unfair' Clause

By FLORENCE SMALL

THAT THREATENED nationwide AFRA strike against networks apparently was off as negotiations between union and major network heads were near a compromise at press time. Biggest bone of contention—AFRA's insistence on an "unfair stations clause," appeared near solution with agreement to appoint industry-union fact-finding boards (including NAB) to arbitrate station disputes.

SETTLEMENT of the AFRA-network negotiations was assured late Friday when union and industry representatives issued a joint statement that the "principal issues" concerning conditions for commercial programs "have been resolved."

Details of agreements already reached will not be divulged "until all points of the proposed new two-year contracts" have been settled, said the statement. Other issues relating to sustaining programs and staff agreements awaited further negotiations, but the statement indicated that hope was strong for the eventual signing of new two-year contracts. Negotiations were to resume Saturday.

BROADCASTING learned Thursday that the union and networks were near a compromise on the "unfair stations" clause under which a fact-finding board composed of union and industry representatives would be set up to intervene in disputes between AFRA and network affiliates.

Week of Debate

The compromise agreement was tentatively reached after a week of debate and conflicting interpretation. The concept of compromise was accepted "in principle" as early as last Monday, but when AFRA and network attorneys submitted their written drafts on Tuesday, network officials, it was understood, took exception to what they called "language difficulties" in the contract.

Though some "language difficulties" may still persist, it was believed that a fundamental understanding has been reached as reflected in the formation of the new fact board.

That board, it was thought, will be composed of approximately 20 persons, including representatives of the four networks, the AFRA executive board plus an AFRA member from each of its locals, an NAB representative and emissaries from the independent stations whose selection will depend on the power of the station. The general function of the board will be to investigate the controversial issues at any disputed station.

While network and AFRA attorneys were working on "language difficulties" for the fact-finding board clause AFRA executives and network representatives continued to meet in a separate office to discuss other clauses of the 37-point contract.

Negotiation Differences

Chief among the other issues was the question of "method of negotiation." AFRA had been insisting on a central settlement of its demands, whereas the networks had held out for a series of separate contract negotiations with the Chicago, Hollywood and San Francisco network officials. This problem seemed to have resolved itself as BROADCASTING learned on Wednesday that network executives from Chicago and the West Coast were converging on New York for a meeting today (Dec. 2).

Another measure of the 37-point contract known to be under discussion was the question of "termination notification." It was understood that AFRA was seeking a 10-day cancellation clause to the two-year contract while the networks favored a 30-day notification of cancellation.

Wage increases, too, were still

(*Continued on page 79*)

Increased Expense Cuts Radio's Net Income

WITH THE RISE of expenses outdistancing increases in revenues, net broadcast income of U. S. networks and stations (before Federal income taxes) experienced a drop during 1945 for the first time since the start of the wartime boom—$83,584,288 against $90,272,851 in 1944.

Official figures released Friday by FCC showed total time sales rose from $287,642,747 in 1944 to $310,484,046 in 1945, substantiating the 1946 BROADCASTING YEARBOOK estimate of 1945 time sales within a minor fraction of 1%. The YEARBOOK estimate was $310,450,000. This included commissions to agencies, representatives, etc., counted in the YEARBOOK as sales expenses, but which were deducted by FCC in arriving at a net time sales figure of $266,560,580.

FCC's figures showed average station income down 8.36% from 1944, with aggregate figures for networks and stations as follows:

Total Broadcast Income (revenues less expenses, but before Federal income taxes)—$83,584,288 in 1945 as against $90,272,851 in 1944.

Total Broadcast Revenues—

(*Continued on page 87*)

SUMMARY OF BROADCAST REVENUES, EXPENSES AND INCOME OF 4 NATION-WIDE NETWORKS, 6 REGIONAL NETWORKS AND 901 STANDARD BROADCAST STATIONS—1945

Item (1)	Grand total (2)	Networks and their managed and operated stations[1]: Networks including 10 key stations of nation-wide networks (3)	18 Other managed and operated stations (4)	Total (5)	873 Other stations (6)
A. Revenues from sale of time:					
1. Network time sales by—					
a. Nation-wide networks	$130,117,248	$80,838,126	$3,580,307	$84,418,433	[2]$45,698,815
b. Regional networks	6,414,526	4,682,688	776,173	5,458,861	[2]955,665
c. Miscellaneous networks and stations	1,887,176	.....	.....	.....	[2]1,887,176
Total	$138,418,950	$85,520,814	$4,356,480	$89,877,294	$48,541,656
Deduct—Payments to foreign stations and elimination of miscellaneous duplications	$4,445,414	$4,156,402	.....	$4,156,402	$289,012
Revenues from network time sales	$133,973,536	$81,364,412	$4,356,480	$85,720,892	$48,252,644
2. Non-network time sales to—					
a. National and regional advertisers and sponsors	$76,696,468	$6,087,811	$4,956,316	$11,044,127	$65,652,341
b. Local advertisers and sponsors	99,814,042	4,828,584	4,804,652	9,633,236	[3]90,180,806
Total revenues from non-network time sales	$176,510,510	$10,916,395	$9,760,968	$20,677,363	$155,833,147
Total revenues from time sales	$310,484,046	$92,280,807	$14,117,448	$106,398,255	$204,085,791
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	43,923,466	[4]22,118,852	1,575,374	23,694,226	20,229,240
Net revenues from time sales	$266,560,580	$70,161,955	$12,542,074	$82,704,029	$183,856,551
B. Revenues from incidental broadcast activities:					
Talent—					
Sale of talent under contract to, and in the pay of, networks and stations	$15,917,477	$6,130,343	$951,310	$7,081,653	$8,835,824
Commissions, fees and profits from obtaining or placing talent	768,736	475,574	2,404	477,978	290,758
Sundry broadcast revenues	16,091,340	10,226,381	508,478	10,734,859	5,356,481
Total revenues from incidental broadcast activities	$32,777,553	$16,832,298	$1,462,192	$18,294,490	$14,483,063
Total broadcast revenues	$299,338,133	$86,994,253	$14,004,266	$100,998,519	$198,339,614
C. Total broadcast expenses of networks and stations	$215,753,845	$68,947,531	$8,972,373	$77,919,904	$137,833,941
D. Broadcast income (before Federal income tax)	$83,584,288	$18,046,722	$5,031,893	$23,078,615	$60,505,673

NOTE:—One managed and operated station transferred September 22, 1945. Data in regard to that station after that date are included in column (6).

[1]Stations licensed to nation-wide and regional networks, and those licensed to others, but managed by networks as to program, time or sales.

[2]Includes $15,978, $5,579, and $19,156 as nation-wide, regional and other network time sales, respectively, of $40,713 reported by licensees of stations with total time sales of less than $25,000.

[3]Since stations with total time sales of less than $25,000 for the year are not required to report details, this figure may include some amounts for national and regional non-network business.

[4]Of this amount $19,481,742 is applicable to the sale of network time, column (2), while the remainder and amounts shown in columns (4) and (6), are applicable to amounts reported, in respective columns.

Source: Annual Financial Reports (F. C. C. Form 324).

Soviet Ban on News Is 'Closed Incident'

State Dept. Declares Russians' Stand Their Own Affair

NO MORE direct broadcasts from Moscow for U. S. networks will be heard unless the Soviet Government alters its policy. So far as State Dept. is concerned, the Russian ban on U. S. pickups is a "closed incident" from a diplomatic point of view.

Earlier State Dept. officials had said the Moscow note addressed to Richard C. Hottelet, CBS correspondent, was "not final" and that they had not "given up hope" [BROADCASTING, Nov. 25].

"We have since had reports from our Embassy in Moscow," said a State Dept. spokesman, "and we have concluded that it's purely a local affair—something within Russia's sovereign right."

That does not mean that Embassy officials won't continue to attempt to persuade the Russian Government informally to change its mind, the spokesman added. He pointed out that Russia has no radio correspondents in this country and the direct broadcast of news from Moscow could not be considered on a reciprocal basis.

CBS already has ordered Mr. Hottelet to leave Moscow. ABC and NBC have used string correspondents and therefore have no offices in Moscow. The Soviet Government held that permission for direct broadcasts from Moscow was a "wartime expedient" and that radio correspondents, as well as newspaper reporters, could now file their copy by other media. This would permit the Russian Government to censor anything sent out, whereas by direct broadcast censors could not control voice inflections, although copy was "reviewed" by Russian officials.

Toni Co. on CBS

TONI Co., Minneapolis (Creme Cold Wave) Jan. 4 starts first network radio campaign with sponsorship of *Give and Take*, Sat. 2 p.m. over CBS. Account moved several months ago from J. Walter Thompson Co. to Foote, Cone & Belding, Chicago. Present sponsor, Chef Boy-Ar-Dee, drops *Give and Take* Dec. 28.

Schutter Renews

SCHUTTER CANDY Co., St. Louis (Bit O' Honey), has renewed *Counterspy* on ABC, Sun., 5:30 p. m. (EST) through Schwimmer & Scott, Chicago. At same time firm notified agency it intends to expand its radio campaign with spot announcements in several markets.

'Calvalcade' Renewed

E. I. duPONT de NEMOURS, Wilmington, Del., has renewed sponsorship for 52 weeks of *Cavalcade of America* on NBC, Mon. 8-8:30 p.m. Agency is BBDO, New York.

NAB Committees Announced By President Justin Miller

COMMITTEES to carry on functions of the NAB during the coming year have been appointed by President Justin Miller, with membership of seven new committees and five subcommittees announced last week.

Committees named thus far include FM Executive, International Broadcasting Advisory, Legislative, Public Relations Executive, Sales Managers Executive, Small Market Stations Executive, and Standards of Practice Committee of Program Executive Committee.

Subcommittees, all operating under the Sales Managers Executive Committee, include Sales Practices, Audience Measurement, Joske Advisory, Spot Sales and Sales Promotion.

Membership of the committees and subcommittee follows:

FM Executive Committee—Walter J. Damm, chairman, WTMJ-FM Milwaukee; Gordon Gray, WMIT Winston-Salem, N. C.; John Shepard 3d, WGTR Boston; John V. L. Hogan, WQXQ New York; Leonard Asch, WBCA Schenectady; Lester Nafzger, WCOL-FM Columbus; Everett Dillard, KOZY Kansas City; Clarence Leich, WMLL Evansville, Ind.; Cecil Mastin, WNBF-FM Binghamton, N. Y.; Matthew Bonebrake, KOCY-FM Oklahoma City.

Board Liaison Committee of FM Executive Committee—Wayne Coy, chairman, WINX-FM Washington; Martin Campbell, KERA-FM Dallas.

International Broadcasting Advisory Committee—John S. Hayes, chairman, WQXR New York, N. Y.; Walter J. Brown, WSPA Spartanburg, S. C.; Edward Murrow, CBS, New York; William Brooks, NBC, New York; A. A. Schechter, MBS, New York.

Legislative Committee — J. Harold Ryan, chairman, WSPD Toledo; Wayne Coy, WINX Washington; Don S. Elias, WWNC Asheville, N. C.; Herbert Hollister, KMMJ Grand Island, Neb.; Clair R. McCollough, WGAL Lancaster, Pa.; Joseph Ream, CBS, New York; Frank M. Russell, NBC, Washington; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Swezey, MBS, New York; O. L. Taylor, KGNC Amarillo, Tex.; Louis Wasmer, KGA Spokane, Wash.; Joe B. Carrigan, KWFT Wichita Falls, Tex.

Public Relations Executive Committee—Gilmore Nunn, chairman, WLAP Lexington, Ky.; Craig Lawrence, WCOP Boston; Harold Wheelahan, WSMB New Orleans; James LeGate, WIOD Miami; Richard H. Mason, WPTF Raleigh, N. C.; Merrill Lindsay, WSOY Decatur, Ill.; Lewis Allen Weiss, KHJ Los Angeles; George Crandall, CBS, New York; Carl Haverlin, MBS, New York; William S. Hedges, NBC, New York.

Board Liaison Committee of the Public Relations Executive Committee—F. M. Russell, chairman, NBC; William B. Way, KVOO Tulsa.

Sales Managers Executive Committee—Odin S. Ramsland, chairman, KDAL Duluth; James V. McConnell, NBC; John W. Kennedy, WHAM Rochester; Robert Gulick, WGAL Lancaster, Pa.; Bill Bennett, KXYZ Houston; Louis Reed, WWL New Orleans; Ray Baker, KOMO Seattle; William Murdock, WOL Washington; Arthur Hull Hayes, CBS, New York; Gene Thomas, WOR (MBS), New York; **Non-Voting Associate Members:** H. Preston Peters, Free & Peters, New York; Lewis Avery, Avery-Knodel, New York; Joseph Weed, Weed & Co., New York.

Board Liaison Committee of the Sales Managers Executive Committee—Paul W. Morency, chairman, WTIC Hartford; Harry R. Spence, KXRO Aberdeen, Wash.; Edgar Kobak, MBS, New York.

Small Market Stations Executive Committee—Wayne W. Cribb, chairman, KHMO Hannibal, Mo.; Marshall Pengra, KRNR Roseburg, Ore.; Robert T. Mason, WMRN Marion, O.; R. Sanford Guyer, WBTM Danville, Va.; A. E. Spokes, WJOY Burlington, Vt.; John F. Meagher, KYSM Mankato, Minn.; Simon Goldman, WJTN Jamestown, N. Y.; Frank Mills, WDWS Champaign, Ill.; L. L. Hendricks, KRRV Sherman, Tex.

Board Liaison Committee of the Small Market Stations Executive Committee—William B. Smullin, KIEM Eureka, Calif.; Michael Hanna, WHCU Ithaca, N. Y.

Standards of Practice Committee of the Program Executive Committee—Edgar Bill, chairman, WMBD Peoria, Ill.; Gayle Grubb, KGO San Francisco; Walter Damm, WTMJ Milwaukee; Ken Dyke, NBC, New York; Harold Fellows, WEEI Boston; John M. Outler Jr., WSB Atlanta; C. T. Lucy, WRVA Richmond, Va.; Eugene Carr, WPAY Portsmouth, Ohio; Roger Clipp, WFIL Philadelphia.

Sales Practices: Subcommittee—John W. Kennedy, chairman, WHAM Rochester; John M. Outler Jr., WSB Atlanta; Craig Lawrence, WCOP Boston, Mass.; John Toothill, Burn-Smith Co., New York; J. Robert Gulick, WGAL Lancaster, Pa.

Audience Measurement Subcommittee—William D. Murdock, chairman, WOL Washington; Henry I. Christal, Edward Petry & Co., New York; Howard S. Meighan, CBS, New York; Ted Jones, WKIP Poughkeepsie, N. Y.

Joske Advisory Subcommittee—James Brown, KONO San Antonio, Tex., chairman; Walter Johnson, WTIC Hartford; Lewis H. Avery, Avery-Knodel, New York; Lee Hart, NAB.

Spot Sales Subcommittee H. Preston Peters, chairman, Free & Peters, New York; Beverly Middleton, WSYR Syracuse; John Blair, John Blair & Co., Chicago.

Sales Promotion Subcommittee—John M. Outler Jr., chairman, WSB Atlanta; Edward P. J. Shurick, KMBC Kansas City; John Carl Jeffrey, WKMO Kokomo, Ind.; Joseph Creamer, WOR New York; Louis Hausman, CBS, New York; Eugene Katz, Katz Agency, New York; Hugh M. P. Higgins, NAB.

Drawn for BROADCASTING by Sid Hix

"And I thought we could stay out of those messy public places when we got our television set!"

Petrillo Case Decision To Be Announced Today

DECISION on James Caesar Petrillo's motion to dismiss a Government criminal information charging him with violation of the Lea Act will be announced today (Monday), Federal District Judge Walter J. La Buy, Chicago, announced last week.

Mr. Petrillo was charged last summer after he called a strike against WAAF Chicago when the station refused to double its music library staff of three to six, on demands of the American Federation of Musicians' president. Defendant has admitted the facts, but attacked the Lea Act as unconstitutional.

Should Judge La Buy sustain the motion to dismiss, the Government then could take an appeal to a three-judge Circuit Court of Appeals and from thence to the Supreme Court. In event the Chicago jurist denies the Petrillo motion, the AFM is expected to take an appeal.

Sawyer, AMVETS Head, To Ask Leave of FCC

RAYMOND SAWYER, FCC attorney elected national commander of American Veterans of World War II (AMVETS) on Nov. 24, said last week he would apply for a one-year leave from the Commission Law Dept.

Mr. Sawyer, 37, joined FCC in 1945 as chief of Aviation Section, Safety and Special Services Division, later transferring to the Broadcast Division. He holds degrees from both the U. of New Hampshire and the U. of Colorado.

Burt P. McKinnie

BURT P. McKINNIE, 68, assistant manager of WSNJ Bridgeton, N. J., died Nov. 22 in Millville (N. J.) Hospital following a week's illness. Mr. McKinnie went to Bridgeton nine years ago from Swarthmore, Pa., where he had been district supervisor of the *Chautauqua Enterprise*. He also served as president of the Bridgeton Board of Trade. His wife, Sarah, and two sons and a brother survive.

Sharp Programming Changes Seen in '46

Local News Reports, Public Interest Programs Up; Budgets Rise

SHARP CHANGES in station program policies effected during 1946 are reflected in BROADCASTING TRENDS' second poll of station management.

Results of the poll, conducted by Audience Surveys Inc., New York, for BROADCASTING, revealed:

1. That 76% of the nation's stations increased their 1946 program expenditures over 1945.

2. That 76% of the stations are including more local news in news programs.

3. That 72% are producing more public interest programs.

4. That 70% are applying stricter standards controlling the length or content of commercials.

5. That 68% are broadcasting more local live programs.

BROADCASTING TRENDS' first survey (reported in Nov. 4 and Nov. 18 issues) sought to elicit from broadcasting station managers their opinions as to what factors had done most to improve programming, what factors had done most to retard it, whether listeners were receiving adequate program service in their areas, where responsibility for program improvement should lie and what factors stood in the way of program improvement.

Preliminary Study Results

Results of this preliminary study indicated that stations felt a general need for more concentrated local programming; believed that advertising agencies and sponsors were doing the most to retard programming and that listeners and local stations were doing most to improve it; felt that listeners at this time were receiving adequate program service and, finally, that principal factors in the way of improvement were lack of local talent, inadequate personnel and insufficient local time for development of productions.

In the instant report (which covers Part I of Ballot No. 2), the editors undertook to learn whether the canons for better programming as laid down in the FCC's Blue Book (Public Service Responsibility of Broadcast Licensees, issued March 7, 1946) had won support of stations. [Many members of the management poll, in replying to the initial questionnaire, recommended this line of interrogation and suggested specific questions.] In formulating the questionnaire, no effort was made to indicate whether or not the editors felt such canons *did* contribute to better prigramming. The results, generally speaking, indicate strong support of the FCC contention that there should be more local programming—confirm the findings of Ballot No. 1 that station managers themselves strongly incline toward concentrating on local development.

But there is strong evidence that managers do not believe some of the specifics established in the Blue Book—principally those concerned with commercial practices—formulate a sound basis upon which to build toward program improvement.

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

A representative cross-section of managers of U. S. commercial stations was asked: (1) whether they had made any of 13 program policy changes in 1946, or plan to in the future; (2) which of the changes made had done most to improve service to listeners; (3) how much more (or less) they were spending on programming in 1946 compared with 1945. The results of this survey follow:

THIS is the third report in the BROADCASTING TRENDS survey of station management opinion on programming matters. The first two reports (Nov. 4 and Nov. 18) dealt with answers to questionnaire No. 1. This report is Part I of questionnaire No. 2. The survey is made by Audience Surveys Inc., 347 Madison Avenue, New York. Audience Surveys Inc. develops questions based on subjects suggested by the editors of BROADCASTING. Those questions and the answers to them constitute the report of Audience Surveys Inc. All other material—the introductory paragraphs and the comments and summaries—are the interpretations of the editors of BROADCASTING.

TABLE I

Have you changed your program policy in any of these ways during 1946?

WE DID THIS IN 1946

	Per cent of all stations
Include more local news in news programs	76%
Produce more public interest programs	72
Apply stricter standards controlling the length or content of commercials	70
Broadcast more local live programs	68
Arrange schedule to program in mood or type sequence	53
Broadcast more programs devoted to discussion of controversial issues	50
Broadcast more news programs	36
Reduce the number of spot announcements	30
Schedule more network sustaining programs	25
Eliminate middle commercials in news programs	25
Eliminate "money give-away" programs	20
Reduce the number of network commercial programs	8
Eliminate singing commercials	6

COMMENT: In weighing these results, it is important to note that station managers were asked to indicate only changes made in 1946. The question was not intended to reflect each station's position in relation to each question of program policy, but only to determine the extent to which stations had altered their policies in 1946. The stations which did not indicate a policy as effected in 1946 may have adopted it before 1946. Many noted doing this. (A few stations indicated that some of the changes put into effect in 1946 were incomplete, had not been extended to all programs. Because these qualified answers demonstrate the direction of the change they are included in the above figures.)

It is significant that the changes most frequently mentioned—more local news (76%), more public interest programs (72%), more control over commercials (70%), more local live programs (68%)—all relate to local program origination. These findings confirm the results of the first survey [BROADCASTING, Nov. 4, Nov. 18] which reported that most station managers were sensitive to the shortcomings of their local program production.

Several additional factors must be taken into consideration in evaluating the trend toward local production: first, it can be presumed that there would be a renewed emphasis on local news since the war's end; it can be presumed as well that there would be renewed emphasis on public interest programs—since broadcasters obviously learned much about the technique of producing such programs during the war, when they were called upon to lend their facilities in an all-out effort; that over two-thirds of the broadcasters should be moving toward stricter standards in controlling the length and content of commercials could logically be expected—since commercialism ran rife during the war years (always remembering that many of the spots and special programs which cluttered commercial schedules were gratis efforts in behalf of recruiting campaigns, bond selling drives, etc.)

Apparently broadcasters generally do not hold to the thesis that elimination of middle commercials in news programs contributes heavily to improving such productions. A campaign among the critics of radio—principally the FCC representing the Government and notably the St. Louis *Post-Dispatch* representing the press—has met with little favor on the part of broadcasters themselves, since only 25% of them took such action in 1946. And it is noteworthy too that only 20% of those responding to the questionnaire have eliminated "money give-away" programs. This might indicate, of course, that most stations polled did not have them—an assumption which likewise might be applied to singing commercials. Singing commercials, almost as popular a target among the critics as daily serials, have been eliminated by only 6% of the broadcasters. These results would indicate in summary that there is over all agreement on the desirability of heavier emphasis in local programming, with stricter control of commercial practices—but lack of agreement on specific steps which might be taken.

The second part of this question asks managers to indicate which of these 13 program policy changes not adopted in 1946, they planned to adopt in the near future.

TABLE II

If you have not done so, do you plan to make any of these changes in the near future:

PLAN TO DO THIS IN THE NEAR FUTURE

	Per cent of all stations
Broadcast more programs devoted to discussion of controversial issues	28%
Produce more public interest programs	24
Broadcast more local live programs	18
Arrange schedule to program in mood or type sequence	17
Include more local news in news programs	16
Reduce the number of spot announcements	15
Apply stricter standards controlling the length or content of commercials	13
Eliminate middle commercials in news programs	10
Schedule more network sustaining programs	6
Broadcast more news programs	5
Reduce the number of network commercial programs	4
Eliminate singing commercials	4
Eliminate "money give-away" programs	3

COMMENT: The forthcoming changes will be in the direction of more local programs, including both "controversial issues" and "public interest programs." The changes about to be made parallel those which have been made in

(Continued on page 66)

UAW's Radio Plans Questioned

CONTENDING that the powerful United Auto Workers (CIO) Executive Board has no right under the UAW constitution to own radio stations, a rival applicant for permission to operate a new AM station at Detroit has filed a brief with FCC declaring that the UAW Board is not empowered to enter or make investments in the field of broadcasting. The brief, filed by Grosse Pointe (Mich.) Broadcasting Corp. will be thoroughly answered, the union has announced. Rival's motion asks for dismissal of UAW-CIO Broadcasting Corp. of Michigan's application for the new AM station.

Rival Applicant for AM Outlet in Detroit Files Motion

A CLAIM that the United Auto Workers (CIO) Executive Board has no power to enter the field of radio station ownership was before the FCC last week, awaiting the union's answer.

Asking dismissal of the UAW-CIO Broadcasting Corp. of Michigan's application for a new AM station at Detroit, a motion filed by a competing applicant insisted that the union's "supreme law" is its constitution, and that "a careful examination of the constitution . . . shows that there is no actual provision in it authorizing the Executive Board, directly or indirectly, to enter the field of radio broadcasting, or empowering them to make investments in this field."

Ernest Goodman, Detroit attorney for the union, which through affiliated corporations has two FM grants and is seeking two others in addition to the AM application, said the motion, filed by Grosse Pointe (Mich.) Broadcasting Corp., would be "thoroughly and completely answered."

He took exception to a supporting brief's listing of UAW current assets at about $6,000 more than current liabilities ($366,025.84 to $360,226.85), calling the reference "garbled" and asserting that assets exceed liabilities by about $750,000. Grosse Pointe counsel claimed the figures were taken from a UAW exhibit, but Mr. Goodman said they ignore some $700,000 in other assets.

Hold 2 FM Grants

UAW through affiliated radio firms has FM grants for Flint and Detroit and has applications pending for Chicago and Cleveland. FM applications for Los Angeles and Newark have been withdrawn. The Detroit AM application is UAW's only pending bid to enter the standard broadcast field.

The Grosse Pointe brief, filed by John G. Jefferson of the Detroit law firm of Schudlich & Jefferson, argued that "the acts of the Executive Board of the Union [in setting up corporations and appropriating funds to enter broadcasting] are clearly beyond the scope of their authority. . . ." Court rulings were cited in support of the argument.

The brief claimed that by granting the UAW firm's application the FCC "would be furthering positive illegal acts of the Executive Board"; that FCC would have "no assurance as to the stability of the governing bodies of the various non-profit organizations, they being subject to an immediate change of directorship at the whim and caprice of the electorate of the Union"; that the UAW "would not be responsive in damages for libelous acts which it could readily foster"; and that "the fostering of the entry of the Union into the field of radio broadcasting . . . with the current balance of the Union under $20,000 and the assumption of obligations to be incurred in the neighborhood of $400,000, would place a direct burden upon the membership of the Union without the membership expressing their desires in the matter, which would be basically against the democratic principles which should govern such organizations."

Sharp Exchanges

Sharp exchanges between Messrs. Jefferson and Goodman developed during a brief discussion of the motion at the opening of engineering hearing on Detroit 660-680 kc cases last Monday. Abe Stein, presiding as FCC examiner, agreed with FCC Counsel A. M. Hall that the motion was a matter for Commission action, but said he thought the parties should be allowed to discuss points which Mr. Goodman claimed were "garbled." Mr. Hall objected to any discussion as "irrelevant."

The Grosse Pointe brief noted that R. J. Thomas, former UAW president, now vice president, testified in an Oct. 25-31 hearing in Detroit "that, in his opinion, the Executive Board of the Union was vested with practically omnipotent powers in relation to the conduct of the affairs of the union in anything which they saw fit, with the limitation that the exercise of these powers be within the Constitution of the United States."

Mr. Thomas also testified at the Detroit hearing, under cross-examination by Harold E. Mott as Washington counsel for another applicant, Wolverine State Broadcasting Service, that he personally favors public ownership of radio and of utilities [BROADCASTING, Nov. 4]. In an extension of his remarks under re-direct examination by Mr. Goodman, according to the transcript, he said:

Favors Public Ownership

"Especially in radio, I am a firm believer in the fact that it should be owned by the public because I believe every segment of the public would get fairer treatment. I don't believe that any group or monopoly owns the air. I think God put it here for the use of everybody."

At the opening of engineering hearing last week, Mr. Jefferson noted that his motion to strike or dismiss the UAW application was made orally at Detroit and that he was given permission to file a written motion. Mr. Goodman replied that the written motion was dated Nov. 21, almost a week beyond the 15-day limit set by Examiner Stein.

Mr. Stein said he thought the motion raised a question of such interest that the Commission would want both sides and that since the written motion was filed after deadline, the 15-day period originally allotted Mr. Goodman to reply also would be extended.

An argument between Mr. Jefferson and Mr. Mott ensued when

(*Continued on page 77*)

Do Discs Fool the Public, FCC Asks

Commission to Base Identity Ruling On Listeners

FCC's decision on plans to ease the disc identification rule will be based on its idea of how much the public is fooled, if at all, by Bing Crosby's transcribed show and by disc jockeys. In hearing oral argument on proposed liberalizing of Rule 3.407 the Commission plainly showed that it will use public protection as a criterion in reaching a decision.

The Philco transcribed Crosby programs on ABC were the center of attention last Monday as the Commission explored all the angles of the identification requirment. All six Commissioners took part in questioning of attorneys for networks and stations.

Quality Noted

Complete data on technical aspects of the Crosby transcriptions were asked by Chairman Denny after Commissioner Jett had raised the point in questioning Andrew G. Haley, counsel for ABC. Their interest was aroused when Mr. Haley said the transcribed programs were scarcely discernible from live network broadcasts. This difference is not apparent to the public, Mr. Haley explained, and ABC believes that after further experimenting the quality will be as good as live network programs.

Mr. Jett asked about the audio range of the Crosby programs and commented that the distortion factor is important.

Chairman Denny and all Commissioners asked frequently during the hearings what objection there was to the use of identification announcements. The chairman said he was aware of no public complaints about announcements. He asked Frank D. Scott, counsel for Bamberger Broadcasting Service (WOR New York) to supply sample complaints by listeners after Mr. Scott had cited such complaints as an objection to required identification of programs under five minutes.

Majority opposition to the FCC's proposed regulation easing the disc rule centered on programs of one to five minutes. FCC proposes to require identification at the beginning of announcements of a minute or less; require that programs with a special time element giving the impression of a live broadcast be identified at beginning and end; others would not need identification provided there is no affirmative effort to create the impression that the program is live.

Don Petty, NAB general counsel, submitted a compromise plan adopted by the industry trade association, which last summer had endorsed the FCC plan. His compromise was approved by the NAB board in a poll conducted the week before [BROADCASTING, Nov. 25].

NAB opposes identification requirement for announcements of one minute or less; urges identification at beginning or end of programs from one to 30 minutes; urges identification at beginning and end of longer programs, with identification every 30 minutes except in the case of a continuous uninterrupted play, speech, symphony or similar production; opposes the requirement for background music, sound effects and similar material.

Mr. Petty said NAB did not concede FCC's authority to make such requirements, but explained that a revision of the rule incorporating its suggestions would in general be satisfactory to the industry.

Gustav B. Margraf, Washington counsel for NBC, said the network took no position on announcements of one minute or less but favored identification before or after broadcasts up to five minutes, before and after broadcasts of five to 30 minutes, and identification before and after as well as every 30 minutes for longer programs.

He suggested the announcement should be made so that the meaning is not obscured and the listener understands the broadcast is recorded. He thought it might be wise to require that the identi

(*Continued on page 68*)

TV Light Beam Transmission Is Shown

Du Mont Invention Is Hailed as Big Money Saver

By PAUL FULCOMER

A NEW DEVELOPMENT called "photovision" which its inventors claim eventually may replace costly coaxial cable for inter-city television broadcasting was demonstrated before the American Institute of Electrical Engineers and representatives of the FCC Wednesday night in Washington, by Dr. T. T. Goldsmith, director of research, Allen B. Du Mont Labs., Passaic, N. J.

Photovision, invented by Dr. Allen B. Du Mont, president of the firm bearing his name, makes use of light beams instead of radio waves to transmit pictures and sound from one point to another, Dr. Goldsmith explained. It is practical for the transmission of color as well as black and white pictures, he said.

In the demonstration of the photovision principle pictures were transmitted on light waves across the stage of the lecture hall of Washington's Potomac Electric Power Co., a distance of approximately 12 feet, but Dr. Goldsmith explained that the transmission over such a short distance had no significance. Du Mont Labs., he announced, plans to conduct a demonstration soon in which sound and pictures will be transmitted by light beams over a distance of more than five miles.

Two Outstanding Advantages

Dr. Goldsmith claimed two outstanding advantages for photovision. First, he said, it will save television broadcasters tremendous sums of money. Second, loss of television image sharpness will be greatly reduced.

"A television image loses about 40% of its definition or sharpness when it is transmitted by coaxial cable," Dr. Goldsmith said. He asserted that the new system will cut this loss materially.

"A series of relay stations between New York and Washington for the transmission of pictures and sound over light beams would not cost more than $30,000," according to Dr. Goldsmith. On the other hand, he pointed out, the coaxial cable between the two cities cost millions to install.

Eliminates 'Ghost Images'

Transmission of pictures and sound on light beams would be on 600 million mc per second, whereas the recently announced all-electronic color television system will operate on approximately 500 mc per second. Use of this high intensity energy source, capable of modulation both in and out of the visible spectrum, will result in elimination of shadow effects or "ghost images," Dr. Goldsmith claimed.

Photovision, Dr. Goldsmith said, operates in light or darkness and without interference from static or other interference inherent in radio, but he admitted that it will not work satisfactorily in fog. This is but a temporary obstacle and will be overcome by application of certain developments still in the laboratory stage, he explained.

The sending device used in the photovision demonstration was a cathode-ray tube designed so light could be varied 5 million times a second. As the picture signals varied the intensity of this tube, a sensitive photo-electric cell, which acted as a receiver, picked up this energy and converted the fluctuations of light into electric signals.

Photovision is the outgrowth of an invention developed by Dr. Du Mont in 1931 and patented in 1934, Dr. Goldsmith said. BROADCASTING was told by RCA sources that the patent to which Dr. Goldsmith referred — No. 1984673 — was assigned to RCA by Dr. Du Mont. Dr. Goldsmith declared that further research promises to make the system applicable to many fields.

Members of the Du Mont staff, in addition to Dr. Du Mont, who have contributed to development of the system, include Dr. Goldsmith; Rudolf Feldt, electronic engineer; Karl Berkley, photologist; Stanley Koch and T. Rutherford, tube engineers, and A. Steadman, chemist.

HISTORICAL record of broadcasting was presented to President Truman Wednesday morning by E. P. J. Shurick (l), KMBC Kansas City promotion director and author of *The First Quarter-Century of American Broadcasting*. He was accompanied by Arthur B. Church, president and founder of KMBC.

Broadcasting Barred From Lewis Trial

ABC and CBS Install Lines Despite Court Rule

APPARENTLY the Federal Courts consider radio a medium for covering fights and football games, but not to be compared with wire services or newspapers as a means of informing the public.

In order "to maintain the dignity of the court," broadcasting was barred last week from the Federal District Court Bldg. where the UMW's John L. Lewis was on trial.

A court spokesman said the discriminatory action was taken because Judge T. Alan Goldsborough, Associate Justice of the Federal District Court, who presided, "didn't want a Roman circus made of the proceedings. With radio on the spot, the whole affair would have sounded like a play-by-play account of a football game," he said, still echoing the Judge.

Court Rule

When asked if the court judged radio merely an entertainment medium, he parried by saying that the Federal Court had stopped all broadcasting on its premises over a year ago, and that a similar administrative procedure had ruled out photographers several years ago.

Despite the ruling, ABC and CBS both broadcast from the court building on Monday, before Judge Goldsborough expressed his opinion on the matter.

ABC installed its lines without trouble—on a jurisdictional technicality. According to Bill Neel, ABC Washington news chief, the network received permission to set up lines in that part of the building over which the District Court has jurisdiction.

CBS on Monday went to the court with its mobile equipment, strung a line through the third floor window, and set up its microphones in a corridor outside the courtroom.

Infuriated, Judge Goldsborough ordered, that following the Monday hearing, he would "line the building with marshals" to prevent further "violation of the court order."

ABC Still In

By Wednesday, however, ABC's lines were still in, and being used. Commentator John Edwards broadcast from the first floor press room Wednesday at 1 p. m. on the Baukhage program, describing the morning's court proceedings, and the Lewis fracas with photographers that occurred just before broadcast time. Mr. Edwards and Jack Beal covered the trial Monday and Wednesday.

On Monday CBS sent Eric Sevareid, Bill Shadel, Bob Lewis, Joe McCaffrey, Tris Coffin, Gunnar Back, Winston Burdett, and Producer Larry Beckerman to cover the trial. The network did a descriptive broadcast at 10 a. m. from the corridor, with Winston Burdett and Gunnar Back reporting. Other on the scene broadcasts were at 10:35 and 11:04 a.m.

Wednesday CBS court coverage was done by telephone, with Bob Lewis as reporter. On Tuesday, Mr. Lewis had driven 465 miles to the West Virginia coal mines to interview miners and report on conditions in the area for his 6 p. m. news program.

Mutual had tried unsuccessfully to get lines and a wire recorder into the building Monday, when Albert L. Warner covered the trial. Wednesday MBS installed a line in a restaurant across the street from the court, and Mr. Warner and Bill Hillman broadcast from there.

NBC covered both Monday and Wednesday proceedings by direct telephone line to New York and Washington after likewise being refused broadcasting privileges. Frank Burgholzer, Bob Doyle and Charles Brown did the reporting on a 12 noon Monday network news program, and the same hour Wednesday.

All stations and networks have featured news and analyses of the Lewis case on studio origination.

The two local Washington stations, WWDC and WINX, use court press room and telephone facilities. WWDC assigned Dave Berlyn to the courtroom. WINX used its "entire news staff on the case," according to WINX News Editor Bill Gold.

Disc Firm Places

BIBLETONE RECORDS, New York, has started a spot campaign, marking its first use of radio, effective Dec. 1 and to continue until Christmas, on 80 stations of the Keystone network. Company's extensive plans for radio coverage next year will be determined largely by results of test period. Following stations are carrying spots:

KAMD	KFFA	KBTM	KOTN
WMRO	WDWS	WEBQ	WJPF
WLDS	WJOL	WHBU	WTRC
KVAK	KGNO	KIUL	KWHK
WLBJ	WHOP	WAGM	WATT
WHDF	WDBC	WJMS	WKLA
WDMJ	WHLS	WTCM	KHAS
KGFW	WLNH	WSNJ	WMBO
WGBB	WALL	WSLB	WMFF
WNBZ	WFAS	WBBB	WEGO
WGTC	WHNC	KOVG	WFIN
WMRN	KAST	KBND	KSLM
KODL	WISR	WCED	WDAD
WKRZ	WMAJ	WOPI	WJZM
WHUB	WDSG	WSYB	WWSR
WDEV	WCHV	WKEY	WFVA
WMVA	WNVA	WPUV	WINC
WLPM	KRKO	KGY	KONP KTBI
WLOG	WMON	WAJR	WBRW
WBTH	WGIL.		

Argentina Hasn't Jingles That Jangle

Singing Commercial Banned in S. A. Republic

By BERNARD JENNINGS
McCann-Erickson Corp., Buenos Aires

A NEW YORK advertising man who had been hopping from capital to capital throughout South America looking for new ways of promoting his company's products stumbled upon what he considered to be a sensational new idea in Buenos Aires.

"For three days I've had my ear glued to the radio," he told us, "and I haven't heard a singing commercial. Man, they'd be a wow in this market!"

"But *natch*, senor!" we agreed. "Unfortunately, you can listen to the Argentine radio from seven in the morning, when broadcasting officially begins, until midnight, when all the stations sign off, and you'll never, near hear a recorded commercial."

The people took care of that. After several years when jingles and ditties were claimed to have cluttered up the pampas airwaves, the *Direction de Radiodifusion* out-Petrilloed Petrillo and forbade, once and for all, the broadcasting of canned announcements. Every advertising word spoken over the Argentine airlanes has to come directly from the flesh-and-blood announcer's lips. And without recordings, of course, singing commercials are impractical.

Termed an Abuse

Why was this done? Some say it was a measure to eliminate what was considered to be an abuse of radio, which through tricky recorded commercials sneaked into the private lives and subconsciousness of listeners. Others claimed it was a move to ban the varied and sundry Central American accents which were thought to be corrupting the special Argentine-*espanol* pronunciation. Still others said it was a move purely and simply to protect the livelihood of station announcers, musicians and actors from being done out of earning an honest peso by canned commercials.

Their passing took from advertisers one of the most effective means of putting ginger into short announcements. What's more, their absence complicated the production of recorded programs for rebroadcast in the interior cities, where talent is scarce or unavailable, and where without canned programs one can exercise very little control over how his radio programs are handled.

It remains to be seen how long this same public, which was so quick to applaud the banging of entertaining recorded commercials, will continue to accept the long-winded, hodge-podge of words in which stations mix together a half-dozen 10 to 20-word *frases sueltas* (short phrases) advertising headache cures, laundry soap, chocolate candy, or what-have-you.

The effectiveness of "short phrases" in Argentina is indisputable, and so far the public has not openly objected to them. However, it would not be too surprising to this writer to awaken some morning to discover that *frases sueltas*, like some other things, have been eliminated overnight. Lacking an official move, the radio stations may someday voluntarily abolish them when they realize that more and more advertisers are questioning the necessity of investing sizable sums to another company's expensive programs with enough spot announcements to confuse the public and steal some of its gratitude.

Canned commercials, however, are *out*—and the ruling is apparently here to stay.

Argentine Life

Argentine blood is primarily of Italian and Spanish origin, which may partly explain why Argentina is a country of music. The most ordinary coffee shop on Calle Corrientes in Buenos Aires, where you can loaf all day over a single cup, if you wish, has an orchestra which features—for lunch, cocktails or later—tangos and *tipica*, alternating with American jazz. The best-seller list in Buenos Aires would certainly have to give some mention to the song books which are peddled for a few cents on the streets, and which give the words to the tunes on the *River Plate Hit Parade*. Music is as much a part of the national life of the Argentine as are the three-inch, butter-tender steaks you can still buy here for about forty-five cents.

This love of music finds ample outlet through the radio, over which you can hear a surprising amount of "good" music. *Radio del Estado*, for instance, which is a Government station, is on the air from morning until midnight with Bach, Beethoven and de Falla, as well as the music of Argentine popular and classical composers. During the winter months from May to September when the *Teatro Colon*, the municipal opera, is going full tilt, every matinee and evening performance is broadcast to the entire Republic by *Radio Municipal*, the official Buenos Aires station. Commercial stations appealing to the Latin taste, likewise, are heavily programmed with serious music, plus an ever-present abundance of melodious though sad tangos and the more lively typical music of Argentina and neighboring countries—such as the *pericon*, *cueca*, *samba*, *zamba*, *gato* and *pala-pala*.

Over the radio stations in the interior, where you might think that the *gauchos* and *paisanos* would be hep to a Latin-American version of old time fiddling, you also hear a surprising amount of Verdi and Puccini mixed in with the lonely flute music of the Bolivian mountain people and the nostalgic folk music of the guitar and accordion.

National Pride

The intense nationalism in Argentine psychology which finds its outlet in the fierce pride which the natives have for their big and prosperous country with its well-established customs, even boasts a musical side. Although the radio carries plenty of boogie-woogie, Mexican music, Brazilian sambas and Cuban rumbas, Argentines will insist until the *vacas* come home that nothing quite suits their national

(*Continued on page 70*)

WEALTH, accumulated in Argentina during the war years and dammed up, is merely awaiting arrival of products from North America and Europe, states Mr. Jennings. And herewith, he presents a picture of the Argentine's radio listening habits and pet broadcasting aversions, as well as an insight into the living habits of that neighbor which offers such a rich market.

EXPERTS from virtually every phase of radio acted as a panel for discussion of questions submitted by members of the San Francisco Advertising Club for the Club's Radio Day. They include (standing, l to r): Tom Foster, radio editor, San Francisco-Oakland *Shopping News*; Lee Giroux, moderator; Paul Speegle, radio editor and columnist of *San Francisco Chronicle;* James Abbe, ABC commentator; Robert F. Laws, promotion manager, KGO, chairman of the day. Seated: William D. Pabst, manager, KFRC; Dave Taylor, producer and Pacific Coast radio manager, Foote, Cone & Belding; Henry M. Jackson, account executive in charge of radio, J. Walter Thompson Co.

Radio Week Observed on Modest Scale; RMA Planning Bigger Campaign in 1947

WEEK-LONG tribute to the broadcasting and radio manufacturing industries came to an end Saturday. The National Radio Week ceremonies marked the 26th year of broadcasting, with stations, networks, stores, distributors and civic groups taking part.

Observance of Radio Week was conducted on a modest scale as compared with the events that characterized the first week a year ago in connection with the 25th anniversary celebration. This was due mainly to the inability of NAB to take an active part in planning Radio Week.

Active direction of the events was in charge of Radio Manufacturers Assn., which had a $10,000 fund for promotion purposes. Already plans are in the discussion stage for a more extensive campaign in 1947.

Historical aspect was given Radio Week with presentation Wednesday morning of a leather-bound copy of *The First Quarter-Century of American Broadcasting* to President Truman by the author, E. P. J. Shurick, promotion director of KMBC Kansas City. Mr. Shurick was accompanied by Arthur B. Church, president and founder of KMBC and a pioneer in the technical and commercial development of broadcasting (see photo page 17).

Main promotional event of the week was the nationwide letter contest on the subject "What I Think of Radio," conducted by the Assn. of Women Directors under direction of Alma Kitchell, WJZ New York, president, and Dorothy Lewis, NAB Director of Listener Activity. Awards of 12 radio receivers in each of the 17 NAB districts will be announced next year.

NAB Organizes Radio in Emergency

Stations Are Prepared To Assist in Coal Strike Crisis

STEPS to meet a nationwide heat and power crisis should the coal strike continue for an extended period were taken last week by the nation's broadcasters. Except for minor adjustments the Civilian Production Administration's brownout in the East and Midwest, along with local ordinances, did not interrupt broadcast operations.

NAB last week took measures designed to bring broadcasters into the crisis on an organized basis. President Justin Miller called on all station managers to contact superintendents of schools to offer their services to main local education systems in event buildings are closed by lack of heat, light or power. Even as his letter was being sent, stations were sending reports to BROADCASTING of plans to provide educational material for pupils.

At the same time the association was considering other means by which stations could perform public functions such as maintaining morale, participating in civic projects and helping law enforcement officials.

In general it was felt at Federal, state and local governmental agencies that broadcasting performs a critical function in time of crisis and stations are expected to remain on the air during any period of power shortage. A large share of stations have standby power supplies and can operate on an emergency basis if necessary.

Letter to Stations

Writing to all station managers, NAB President Miller noted that already some schools have been forced to shut down because of the coal shortage. Pointing out that the condition may become general, he said the crisis presents an opportunity for individual broadcasters "to demonstrate their desire and ability to operate in the public interest."

Dr. John W. Studebaker, U. S. Commissioner of Education, endorsed the NAB project.

Judge Miller told stations: "Obviously it won't be possible for any one station or even all of the stations collectively in a given community to transmit the full curriculum required in the normal operation of all grades of school. Perhaps, however, each station could contribute enough quarter or half-hour periods daily during the emergency to permit the continuation of general instruction. For instance, a period devoted to discussion of current events designed especially for the children of school ages would be worthwhile. Students might be invited to participate in such broadcast discussions.

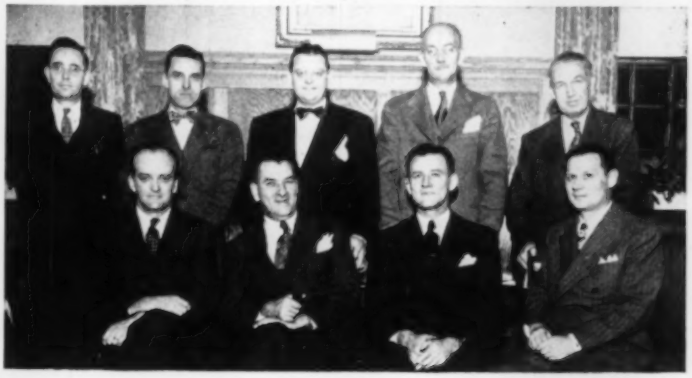
"General subjects such as history, geography, literature, music appreciation and others should lend themselves well to this treatment. You may decide that these suggestions are of no practical value in your community. In others they may prove to be invaluable to the public welfare. In communities where there are two or more stations, coordination of activities by all stations could contribute to efficient handling.

"We shall be happy to know your reactions to these suggestions. If they do prove helpful and work well, we would like to compile the results and evaluate the contribution of the radio industry to the alleviation of this national problem."

Classes on Air

IF COAL shortage necessitates closing of local schools, WIBG Philadelphia will give board of education two hours daily for use of teachers in continuing instruction by radio, according to telegram sent by WIBG to school system officials.

Sigma Delta Chi Initiates



FOUR RADIO MEN and Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*, were among the group of journalists welcomed Nov. 20 into the Medill School of Journalism chapter of Sigma Delta Chi, national journalism fraternity. Colonel McCormick and Spencer Allen, WGN news analyst, also an initiate, were unable to attend the ceremony at the University Club in Evanston, Ill. Those attending, back row (l to r): James Bormann, AP regional representative; William C. Needham, WGN news analyst; Robert F. Hurleigh, WGN news director; Cedric Foster, MBS news commentator; Dean Kenneth Olson, Medill School of Journalism, faculty adviser to the chapter. Seated (l to r): John Dawes Ames, editor and publisher, *Chicago Journal of Commerce;* William J. McCambridge, general manager, Press Assn.; Howard Taylor, telegraph desk, *Chicago Tribune;* Frank P. Schreiber, general manager, WGN. Messrs. Hurleigh and Borman are old-guard members. Initiates are Messrs. Needham, Foster, Ames, McCambridge, Taylor and Schreiber. As a special feature, facsimile transmission from the *Tribune's* fax station, to the University Club was demonstrated.

Varied Views of Commission On AM Improvement Evidenced

A GLIMPSE of intra-FCC differences over the official attitude toward applications for improved AM facilities in view of FM prospects was provided in an oral argument before the Commission *en banc* last week.

Confronted by a difficult AM docket case, Commissioner Clifford J. Durr, who frequently has voted alone against grants for expensive AM improvements which would not match FM coverage, precipitated the discussion with a statement in which he suggested that FM would supply the solution.

He asserted that FM would provide greater coverage than the AM improvement being sought, that FM would work better in all areas, and that in difficult AM cases the Commission "should look for the answer in FM."

Acting Chairman Charles R. Denny Jr. agreed that FM has "important advantages," that FCC is doing "everything possible" to foster FM and that in its turnout of FM grants the Commission "is way ahead of transmitter manufacturers." Nevertheless, he said, FCC has "an obligation" to handle all applications with as much dispatch as its resources will permit.

Commissioner E. K. Jett asserted that more difficult problems than the ones involved in the case under consideration confront the Commission in other proceedings, notably the clear channel case. "We must take these things in stride as they come along," he declared.

Commissioner Rosel H. Hyde agreed with Commissioners Denny and Jett, saying FCC has "no alternative" but to handle the applications that come before it.

Comrs. Paul A. Walker and Ray C. Wakefield made no comment following Commissioner Durr's statement, but a few minutes earlier Mr. Walker had asked counsel for WSVA Harrisonburg, an FM permittee: "Why don't you concentrate on FM and save your money" on the AM application for fulltime instead of daytime operation?

William A. Porter, WSVA counsel, replied that although WSVA's FM affiliate would be on the air by today (Dec. 2), few FM sets were available in the area and WSVA has an obligation to provide nighttime service to its AM listeners if possible.

The discussion arose Wednesday during oral argument on 970 kc applications of WICA Ashtabula, WWSW Pittsburgh, WEBR Buffalo, and WSVA. WICA, now on 970 kc daytime with 5 kw, won the proposed decision for fulltime use of the channel [BROADCASTING, Oct. 28].

In hope of working out a solution to permit grants of more than one of the applications, FCC and counsel for the applicants planned an informal conference within about two weeks.

Mr. Porter proposed that WSVA be permitted to operate fulltime on its present 550-kc daytime assignment under special temporary authority until pending 550-kc cases are decided, or, since no comparable frequency is available for fulltime use at Harrisonburg, to continue daytime operation on 550 kc and 1 kw and operate at night on a local frequency.

Reed T. Rollo of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, appearing for WEBR, asserted that a new antenna system had been devised for the station so that interference would be sufficiently reduced to permit a grant of its application with WICA's. WEBR, now on 1340 kc with 250 w, is seeking 970 kc with 5 kw, directional antenna fulltime.

Paul M. Segal of Washington firm of Segal, Smith & Hennessey included in his appeal for a grant of WWSW's application a criticism of the "streamlined" form employed by the Commission in its proposed decision on the 970 kc cases. Decision took no notice of many important factors in pro

(*Continued on page 69*)

Color TV Hearing Opens Monday

Opposing Forces Ready As CBS Plan Goes Before FCC

THE BATTLE LINES were forming last week for the hearing on CBS' petition for commercial color television in the ultra-high frequencies, to be held before FCC starting next Monday.

An even dozen licensees and manufacturers and the Television Broadcasters Assn. notified the Commission they would participate and estimated their witnesses would require an aggregate 18 to 24 hours for direct testimony, exclusive of cross- and re-direct examination and perhaps oral summations by counsel.

Columbia, assuming the burden of demonstrating that its plan for commercial color in the 480-920 mc band is practical and that television standards should be amended to permit it without delay, said it would present seven witnesses for testimony expected to consume 12 to 16 hours.

Dr. Peter C. Goldmark, CBS director of engineering research and development, is slated to devote six to ten hours to "detailed presentation" of technical matters involved in all nine of the issues which FCC specified for the hearing [BROADCASTING, Oct. 14].

In addition to Dr. Goldmark, CBS plans to present President Frank Stanton for testimony expected to require one hour; Vice President Adrian Murphy, two hours; Vice President Lawrence W. Lowman, 30 minutes; Donald Horton, manager of CBS Television Audience Research Institute, 30 minutes; William B. Lodge, director of general engineering, two hours; Paul H. Reedy, chief engineer, engineering research and development, 30 minutes.

Must File by Today

Today (Dec. 2) is deadline for filing written notices of appearance for the hearing, and also for filing copies of exhibits intended for consideration. No exhibits had yet been filed, FCC authorities said, but the following had indicated by last week that they would participate:

CBS, Zenith Radio Corp., Cowles Broadcasting Co., Thomascolor Inc., RCA and NBC, Television Broadcasters Assn., Allen B. Du Mont Labs., Westinghouse Electric Corp., Federal Telecommunications Labs., Federal Telephone & Radio Corp., Bendix Radio Division of Bendix Aviation Corp., and Philco Corp. Others may join the group before deadline falls.

The hearing will be held before the Commission *en banc* starting at 10 a. m. Dec. 9 in the Commerce Dept. Auditorium on 14th Street between E and Constitution, Washington.

Of the groups which had notified FCC last week that they intended to participate, only Cowles Broadcasting Co. expressly signified endorsement of the CBS proposal. T. A. M. Craven, former FCC Commissioner and now Cowles vice president in charge of engineering, will be Cowles' witness and is expected to testify for 30 minutes.

RCA and NBC, which filed a joint notice of appearance, are expected to be among the leaders of the opposition to the Columbia plan. RCA, developer of an all-electronic system of color video, maintains that color television as a practical operating service is still some four years away. Although they did not specify the stand they will take, RCA and NBC told the Commission their testimony will "relate to each of the issues" and requires two to four hours for direct presentation. Witnesses will include Dr. C. B. Jolliffe, executive vice president of RCA in charge of the RCA Labs Division. Others had not been determined.

Announce Opposition

Only participants who expressly indicated opposition to the CBS proposal were Television Broadcasters Assn. and Allen B. Du Mont Labs. Thomascolor Inc., Hollywood, said it would present Carl Haverlin and Esterly C. Page, MBS vice presidents, to testify on the Thomascolor system of photography and experimentation with its application to television, and also on "possible television over other known systems."

TBA plans "to coordinate the economic findings of the industry with the technical planning of Radio Technical Planning Board," Jack R. Poppele, WOR New York vice president and head of TBA, will testify for about 30 minutes. The association reserved the right to put on engineering and other witnesses and to present oral argument.

Du Mont said it would present opposition to the CBS plan "as a manufacturer of television and electronic equipment," with testimony directed "primarily, but not exclusively, to a review of research and other related matters" at Du Mont, and to the effect the CBS proposal would have on video receiver and transmitter manufacturers. Dr. Du Mont and Dr. Thomas T. Goldsmith, research director, will appear for about 15 minutes each in direct testimony. Right to oral argument was reserved.

Others to Appear

Others who have filed notices of appearance, their witnesses, and approximate length of direct testimony are:

Zenith Radio Corp.—J. E. Brown, assistant vice president; 20 minutes.

Westinghouse Electric Corp.—R. N. Harmon, manager of engineering department, Industrial Electronics Division, Baltimore, will discuss color television transmitters; 30 minutes.

Federal Telecommunications Labs.—Norman Young, chief of television department, will present "information on the present status of technical development of color television transmitting equipment" by the company; 15 minutes.

Federal Telephone & Radio Corp.—Joseph Lampe, engineering department, will testify "on price and delivery estimates for the production of color television equipment" by the company; 15 minutes.

Bendix Radio Division of Bendix Aviation Corp.—A. C. Omberg, chief research engineer, will describe Bendix activities in black-and-white and color video; 15 minutes. F. R. Norton, principal research engineer, engineering and research dept., will discuss technical and costs aspects; no time estimate.

Philco Corp.—David B. Smith, vice president in charge of engineering; 30 minutes.

HEARING before the FCC on CBS' petition for commercial color television in the ultra-high frequencies starts next Monday, and direct testimony is expected to take many hours. Although not specifying the stand they would take, RCA and NBC are expected to be among leaders of opposition to the Columbia plan. Allen B. Du Mont Labs. and Television Broadcasters Assn. have expressly indicated opposition to the proposal.

Fly Attacks FCC's Decision In Buffalo Tabernacle Case

DECISION of the FCC to revoke the license of WKBW Buffalo, N. Y., unless the station divested itself of a time commitment to Churchill Tabernacle, Buffalo, was based on "legal theory" and not "factual findings," James Lawrence Fly argued Tuesday before the U. S. Court of Appeals for the District of Columbia.

The Churchill Tabernacle appeal from the Commission's decision of Dec. 19, 1945 [BROADCASTING, Dec. 24, 1945] saw Mr. Fly, former FCC chairman, as counsel for the Tabernacle, pitted against FCC General Counsel Benedict P. Cottone, who served as assistant General Counsel in Charge of the Common Carrier Division under Mr. Fly. An interested spectator was Peter Shuebruk, Mr. Fly's law associate, former assistant to the FCC general counsel. It was Mr. Cottone's first argument before the Court of Appeals, although he has participated in the preparation of many cases.

Asserting that the decision was "one of the harshest" ever handed down by the Commission, Mr. Fly said the old Federal Radio Commission in 1931 approved transfer of control of WKBW from Churchill Tabernacle to Buffalo Broadcasting Corp. and that the time contract was part of the application,.

Renewal Hearing in 1942

The FCC, he continued, subsequently renewed WKBW's license at regular intervals, still approving the contract, "until this proceeding." Ironically the proceeding which Mr. Fly attacked as "legal theory" began under his regime as Commission chairman.

Renewal applications of WKBW and WGR were designated for hearing on May 26, 1942, more than two years before he left the Commission in November 1944.

Mr. Cottone

Mr. Fly

Issues involved a sale contract whereby Churchill Tabernacle retained 17½ hours of Sunday time for 96 years.

Hearings were held Jan. 19-22; March 1, April 20 and May 5-6, 1943, while Mr. Fly still was Commission chairman. Proposed findings of fact and conclusions of law were filed by Buffalo Broadcasting Corp. June 19, 1943, Churchill's petition to intervene was granted Aug. 12, 1943 and the Tabernacle filed exceptions to certain of the proposed findings submitted by WKBW on Oct. 20, 1943.

Final Decision

On Sept. 12, 1945 the Commission adopted proposed findings and conclusions, exceptions were filed by Churchill Oct. 29, 1945, and the final decision denying license renewal without prejudice was handed down Dec. 19, 1945.

"The Commission takes a new legal theory," said Mr. Fly. "It's not a factual decision. We submit that the decision as a whole is arbitrary and should be reversed." He contended that the Commission denied Churchill's petition for rehearing and that the FCC failed to attempt to help the station and Tabernacle work out a new agreement that would be satisfactory to the Commission.

Chief Justice D. Lawrence Groner and Justices E. Barrett Prettyman and Wilbur K. Miller inter-

(*Continued on page 72*)

Another First

There are a lot of firsts knocking around. And this we think is an unusual one.

That plane was the first commercial passenger aircraft to be photographed over New York since the war (May 9, 1946). It was the first foreign ship ever to be pictured over the city. Incidentally, it was also the first Swedish airliner over New York harbor.

We have an unusual "first" to talk about, too. It's all about W-I-T-H, the successful radio independent down here in Baltimore.

And here it is: W-I-T-H, in this big 5-station town, delivers more listeners-per-dollar-spent than any other station in town.

That's a walloping first, as smart time buyers have learned. If you've got a sales curve that needs a boost in this 6th largest city . . . in radio, W-I-T-H is the way to do it! Glad to have you on board.

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Let's Quit Spanking Our BMB Baby Now

Pot Shots a Fall Fad; Radio Dissension Overplayed

By ARDEN X. PANGBORN
Business Manager
Portland Oregonian (KGW, KGW-FM)

AT FIRST I thought it was just professional sniping and I held my peace. Then I thought a few black sheep had been let loose. I remained calm. But when it now becomes the fall fad to take pot shots at BMB, and when even NAB officially indulges in the sport, I can't help crying out for a sound, unbiased, unhurried and sportsmanlike appraisal of the situation.

I have a high regard for C. E. Hooper, both as a person and as a researcher. We subscribe to his services. But when he suggests, as he did in a recent article that the phrase "station audience" applies to the average number of families listening to a station at any one minute but not to the total number who listen during a week, then I respectfully suggest to Mr. Hooper that he get back to his research and stop worrying about semantics. In my opinion, he isn't doing either himself or research any good.

Off the Beam

Shortly thereafter I read about a couple of early October meetings at BMB headquarters. Seems that everyone at these meetings thought the BMB measurement was just fine, but that BMB had no business discussing ways in which its findings might be used. They thought some of the proposed uses for the measurements were off the beam, especially comparing stations on a "cost per thousand BMB" basis. Of course, it's been done for years, by stations, networks, advertisers and agencies, using a wide variety of coverage figures as a base. Certainly using the uniform BMB audience figures as a base seems far better.

Well, some of the trade papers played it up with a whoop and a holler. A scrap is good for circulation and the two meetings of dissenters seemed to become the trade paper equivalent of a sex murder in the field of tabloid journalism.

That the meetings were attended by less than 50 people, some of them not even broadcasters, was overlooked. Overlooked was the fact that they had been invited by BMB because they did have strong dissenting opinions (to which, of course, they were entitled), not because they represented broadcasters as a whole.

THIS well-known industry figure checks and calls hand of BMB's "disillusioned," stating that new organization is being criticized for not doing things it never purported to be doing in the first place. He cites erroneous belief that BMB is rating programs, measuring program audiences or substituting for such measurements. The author also is surprised that NAB should resolve that BMB prove itself immediately as being desired and used by timebuyers and as a "valuable sales tool for use with local and regional advertisers." "It is manifestly impossible," he says, "to furnish such immediate proof."

Mr. Pangborn

From then until the NAB meeting in Chicago rumor fed on rumor in a manner that couldn't be very disturbing to anyone interested in a fair and impartial consideration of the facts and rumor bred still further largely unfounded denunciations of BMB.

Disavowance Cited

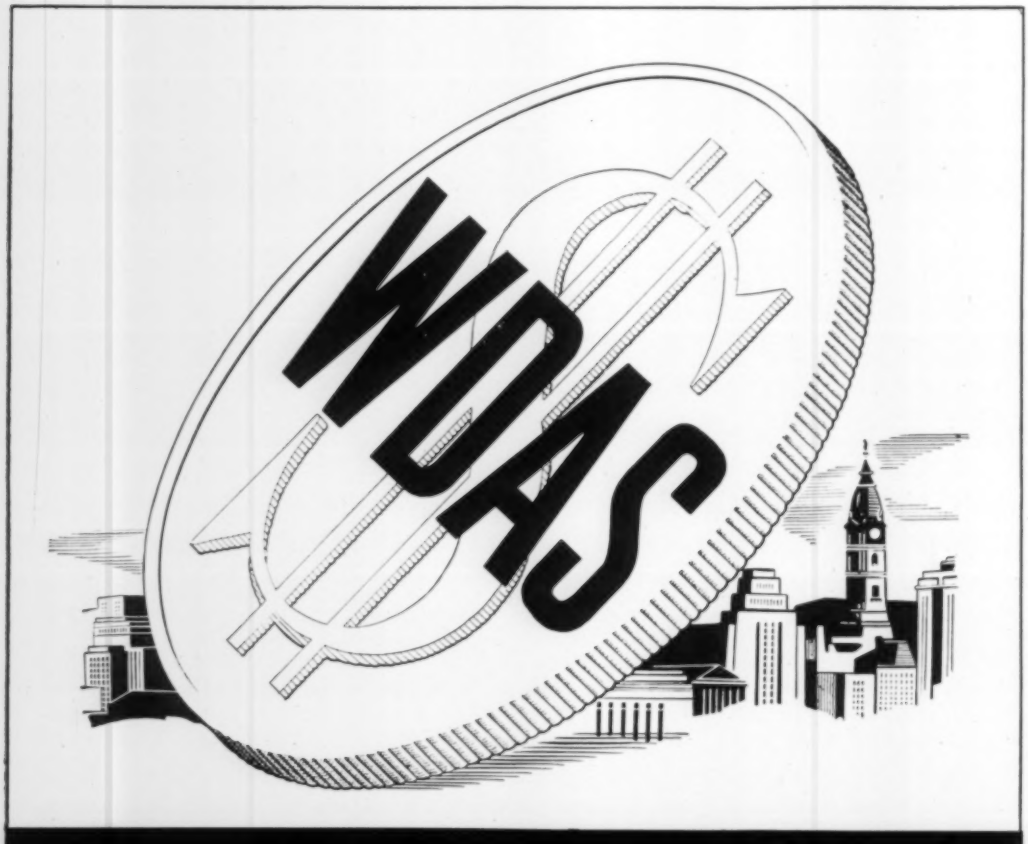
One station wrote a letter to BMB (and the press) saying it was "constrained to disavow the BMB station audience map to safeguard (its) reputation for accuracy in its claims in coverage and audience."

From the literature I've received from BMB — and I've received plenty—I fail to find any instance in which BMB said a station should or even can claim to do an adequate advertising job in a county in which only 10% of the radio families listen to it. In fact, some articles I read on BMB spoke of using supplementary advertising in low BMB areas. With respect to our own BMB report, the low listening area information is instructive and will help us, I hope, to raise my audiences in those areas.

Another broadcaster wrote a letter to BMB's president, Hugh Feltis (with copies to the press, of course), saying, in part, "I went into BMB because I was led to believe that anything you did at the beginning would merely be testing and proving ground for the eventual development of a continuing measurement of program ratings."

There is nothing in all the BMB literature I have received that indicated BMB's intentions to rate programs. In booklets, folders, articles and illustrated talks the BMB ballot and typical pages of its reports have been shown. In speeches and articles it has been made clear to me, at least, not only that BMB is not measuring program audiences, but further, that its measurement is not a substitute for

(*Continued on page 34*)

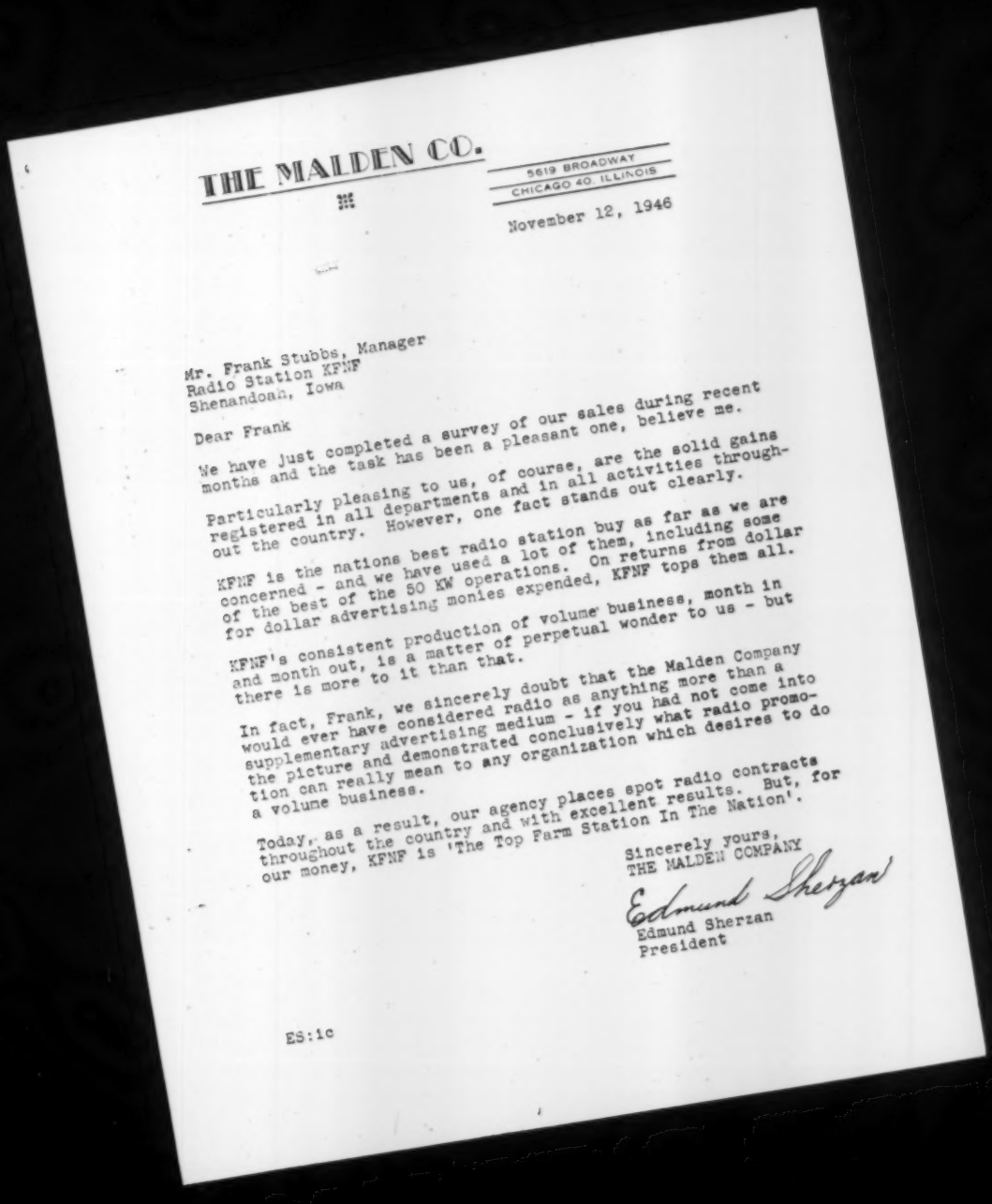


THE BEST DOLLAR BUY IN PHILADELPHIA

The larger your audience *per dollar* of radio time,
the larger your sales per dollar invested.
That's why WDAS carries so many new advertisers
. . . and 78 percent renewals.

KFNF believes—

A Good Job, Well Done, Is Beneficial To All.



THE MALDEN CO.

5619 BROADWAY
CHICAGO 40, ILLINOIS

November 12, 1946

Mr. Frank Stubbs, Manager
Radio Station KFNF
Shenandoah, Iowa

Dear Frank

We have just completed a survey of our sales during recent months and the task has been a pleasant one, believe me.

Particularly pleasing to us, of course, are the solid gains registered in all departments and in all activities throughout the country. However, one fact stands out clearly.

KFNF is the nations best radio station buy as far as we are concerned - and we have used a lot of them, including some of the best of the 50 KW operations. On returns from dollar for dollar advertising monies expended, KFNF tops them all.

KFNF's consistent production of volume business, month in and month out, is a matter of perpetual wonder to us - but there is more to it than that.

In fact, Frank, we sincerely doubt that the Malden Company would ever have considered radio as anything more than a supplementary advertising medium - if you had not come into the picture and demonstrated conclusively what radio promotion can really mean to any organization which desires to do a volume business.

Today, as a result, our agency places spot radio contracts throughout the country and with excellent results. But, for our money, KFNF is 'The Top Farm Station In The Nation'.

Sincerely yours,
THE MALDEN COMPANY

Edmund Sherzan

Edmund Sherzan
President

ES:ic

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA

ABOUT THE COLD NIGHTS IN SOUTHERN CALIFORNIA

With the resumption of the Nightly Frost Warnings for the sixth consecutive year on KFI as of November 15th, ranchers and growers in the Pacific Southwest are the recipients of one of this station's most outstanding Public Interest services. Each night a temperature forecast by counties is given by Floyd D. Young—Regional Weather Bureau Director—remote from the Fruit Frost Station at Pomona, California. This broadcast is vital to the multi-million dollar citrus industry in KFI's listening area and it comes at 8:00 p.m. every evening through a pre-emption of network time.

This service continues from November 15th through February 15th and thereafter as the need exists. You can appreciate the importance of an impromptu occurrence some time ago when the first unexpected frost in many years visited Southern California two weeks before KFI was scheduled to resume its annual Frost Warning service. The exact day was November 3rd, and a warning call came to the station from Weather Bureau Director Floyd Young shortly after noon. Immediately scheduled courtesy announcements were cancelled to give thirteen plugs announcing the emergency warning broadcast to be aired that evening at eight.

Result of this quick action was the saving of countless dollars in baby citrus and a flood of thank-you notes from growers that numbered well in the thousands. This type of Public Interest broadcasting is looked upon as a privilege at KFI. It goes to insure that this is the station in the West that "Most People Listen to Most."

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

NCCJ Presents Award to Radio Industry

Contribution to American Unity, Tolerance Is Cited

THE National Conference of Christians and Jews, at a Thanksgiving banquet in the Grand Ballroom of the Hotel Waldorf Astoria in New York, on Nov. 24, presented an award to the radio industry for its contribution to American unity and tolerance.

The citation was presented by Roger W. Straus, co-chairman of the NCCJ, to A. D. (Jess) Willard Jr., executive vice president of the NAB, who accepted the award for the radio industry.

Awards were presented also to the magazine, motion picture, theatre, advertising and newspaper industries. In making the award to radio, Mr. Straus said: "The miracle of radio with its amazing developments is so bewilderingly novel that no one fully comprehends the changes this new creation has wrought . . .

"In 1939 the sound of marching armies and sudden attack which followed our war of nerves was instantly heard around the earth by radio. The instrument on which totalitarianism counted for conquest became the agency which awakened free peoples to resistance.

Radio Gives Alert

"That Sunday afternoon, Dec. 7, 1941, required no lantern signal in a church steeple, no town crier, no newspaper extra. Radio instantly shook Americans alert from coast to coast . . .

"A different meaning now attaches to the words 'up to date.' Today things are no sooner done than said.

"Radio gives promises that the kind of world which philosophy and religion have taught through the ages can be brought into being sooner than humanity dared dream. No instrumentality can more potently help to create the 'One World' of our dreams. Radio is daring, adventurous because it is young . . .

Millions Educated

"The forums of the radio have begun the education of millions in political and economic issues. Book reviews have increased the nation's reading. Music has given enjoyment to an audience greater than any musician ever reached. Religion has never had congregations so vast.

"For the maintenance of freedom on the air; for fair play in the presentation of controversial issues; for experimentation in new art forms of our common speech; for the support of worthy causes working for a better America; above all, for our increase in knowledge both of the immediate present and the historic past with regard to all the peoples of the globe, American Protestants, Catholics and Jews are thankful to the masters of radio.

"The American Brotherhood, sponsored by the National Conference of Christians and Jews, gratefully records its recognition of the service to the present of the art of radio and its confident expectation of a larger usefulness as time progresses."

Accepts Award

In accepting the award for the radio industry, Mr. Willard expressed "the appreciation of the more than 1000 radio stations and the four great networks of the United States."

"American radio is proud and happy that you feel it has made a contribution to your great brotherhood," he said. "Radio counts its daily audience in tens of millions, and because it holds audience-interest it is a great and powerful medium.

"I beg you to remember that radio must educate, teach and inform all within the framework of American life.

"Only a free radio can help you. Only a free radio can assist you in promoting brotherhood in America and the world over. I accept this award for the radio industry and pledge you its support in carrying forth the principles of 'One World'."

Telecommunications Meetings Slated To Study World Conference Proposals

A SERIES of meetings by a joint Government-industry committee to formulate U. S. proposals for the next World Telecommunications Conference was to begin this morning (Monday) at the State Dept. in Washington.

First session was called for 9:30 a. m. in the Telecommunications Division, State Dept., Room 1114, 1818 H St. N. W. These preparatory meetings, which are expected to last six weeks, will be closed, according to Francis Colt deWolf, chief, State Dept. Telecommunications Division.

Both the Telecommunications plenipotentiary conference, which will begin July 1, 1947, and a radio conference scheduled to start May 15 [BROADCASTING, Nov. 4, 18], will be discussed. For the plenipotentiary conference the joint committee will review the Madrid Convention (1932), U. S. proposals as presented at an industry meeting last June [BROADCASTING, July 1], and decisions at the Moscow five-power conference in late September and October.

Joint Committee Members

With reference to radio regulations the committee will consider the Cairo Convention (1938), U. S. proposals and Moscow decisions. Members of the joint committee, selected by the State Dept. because of their wide experience in international communications problems and world conferences, follow:

Government—Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept.; Dr. J. H. Dellinger, chief, Central Radio Propagation Lab., Bureau of Standards, U. S. Dept. of Commerce; Capt D. E. McKay, U. S. Coast Guard; Capt. Paul D. Miles, chief, Frequency Service, Allocations Division, FCC; C. W. Loeber, FCC; Col. A. G. Simson, War Dept.; Lloyd Simson, Civil Aeronautics Authority; Comdr. Henry Williams, Navy.

Industry—A. L. Budlong, assistant secretary, American Radio Relay League, former member of the Interdepartment Radio Advisory Committee and former lieutenant commander, Coast Guard; Arthur Costigan, Radio Marine Corp. of America; F. C. Alexander, Mackay Radio & Telegraph Co. and IT&T; Philip F. Siling, RCA; Commodore E. M. Webster, Director of Communications, National Federation of American Shipping; L. E. Whittemore, AT&T.

POST-ELECTION CAPERS at WIBC Indianapolis were witnessed by Gordon Graham (r), station director of news and special events, as a defeat message was broken by Wm. E. Jenner, successful senatorial candidate in Indiana. WIBC prior to the election had prepared brief recorded victory and defeat messages from Mr. Jenner and rival candidate M. Clifford Townsend, to be used as the voting indicated. Message was fed locally and to the Mutual network.

Paper Drops KLAC

SPONSORSHIP of frequent daily newscasts by the *Los Angeles Daily News* on KLAC Hollywood lapses Dec. 31 after a year. Bad feelings do not exist but newspaper reportedly found itself constantly identified as owner of KLAC. Decision was reached since latter was not the case and paper could not continue to explain reasons for or against programs carried by station.

A BIG STEP FORWARD IN EDUCATION!

KDKA's "SCHOOL OF THE AIR" Enrolls 96,500* Students in Its First Year!

THE TRI-STATE area has something new in classrooms. New, different, and so successful that more than 96,500 students, in 261 schools, enrolled by the end of the first season!

Sponsored jointly by the Board of Education, the Parochial Schools, the Allegheny County Schools, and Station KDKA.. "School of the Air" is broadcast five mornings a week. In dramatized form, it brings to the schoolroom a new educational technique in subjects ranging from good government to good literature.

"School of the Air" programs not only provide an effective supplementary tool for district teachers, but also enlighten parents and public as to the aims and methods of the schools they support.

In addition, KDKA has organized a Workshop to coach teachers in the fundamentals and application of radio.. has published two editions of Teachers' Handbooks.. and has distributed more than 100,000 work sheets to participating schools.

Obviously, no "for sale" sign will ever hang on this program. It's not commercial, and it won't bring in a penny of profit. But "School of the Air" already has become a potent force in raising educational standards .. and that, as a community service, is reward enough for any Westinghouse station!

* Figure includes city of Pittsburgh and Allegheny County only. There are additional participants throughout Western Pennsylvania and in more distant points.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
KEX KYW WBZ WBZA WOWO KDKA

National Representatives, NBC Spot Sales—Except for KEX
For KEX, Paul H. Raymer Co.

Purge by Field Not to Affect Radio

Publisher Is Satisfied With Broadcast Investments

THE HOUSE-CLEANING that swept Ralph Ingersoll, editor of Marshall Field's *PM*, and scores of other top-flight newspaper employes off the Field payroll will have no effect on his radio interests (WJJD WSAI KOIN KJR), the multimillionaire stated. Mr. Field also declared he did not intend in any way to curtail his present radio interests.

In sharp contrast to the financial drain that has plagued both *PM* and Field's *Chicago Sun*, the Field radio stations are proving to be sound investments, Mr. Field indicated.

The Chicago department store magnate purchased WJJD for $700,000 in July of 1944, WSAI for $583,400 in March of 1945, KOIN for $943,967 in July of 1946, and only recently completed negotiations for transfer of KJR for $700,000.

Major credit for the choice of the Field radio purchases is divided between Clem J. Randau, who announced his resignation as director of Field Enterprises [BROADCASTING, Nov. 25], and Howard Lane, radio director of Field Enterprises. Mr. Randau was vice-president and general manager of United Press before joining the Field organization in 1942 and Mr. Lane was director of station relations for CBS in New York before his present appointment, made in October 1945.

While no figures for individual station profits since their purchase by Field were available, Mr. Field indicated he was eminently satisfied with both the operation and the returns on his investment.

Mr. Field also indicated that with the purchase of KJR Seattle he had no further plans to expand his radio interests, which he considers necessary adjuncts to his newspaper holdings.

But, while expressing a desire to consolidate his holdings in both newspapers and radio, Mr. Field said he was not "averse to examining any proposition which comes along."

Asked to express an opinion whether he felt radio stations afforded a better medium for the expression of his political views than the editorial columns of his newspapers, the well-known liberal publisher said, "I do not feel that radio offers any medium for the expression of my political views at all. I believe that radio has a great responsibility to offer everybody's political views and have thorough discussions, but I do not believe that owning a station entitles anybody to express his own views to the exclusion of any others."

So far this opinion has been borne out in the operation of all Field stations which have thrown open air time to all political parties although the *PM* editorial policy has been far left of center. The *Sun*, which reflects Mr. Field's own political philosophies, still espouses the Roosevelt New Deal line but recently has turned a cold and critical eye on the Truman Administration.

Radio Personnel Unchanged

While Field employes on the *Sun* were being fired on a wholesale basis (146 to date) Mr. Field said he had no intention of making any changes in the present personnel of the four radio stations. He is known to be more than satisfied with the local management, particularly WJJD Chicago where he is able to keep in close touch with its manager, Art Harre, and with the Chicago office of his station representatives, Avery - Knodel, through direct reports made to him by Mr. Lane.

While a firm believer in the principles of free broadcasting, actually Mr. Field has surprised many of his critics who claimed his only purpose in purchasing radio stations was to provide a voice for his political views. He leaves the management of the stations to the men whom he has delegated to operate them, but he definitely is interested in the monthly ledger-sheets. Based on dollar volume of national business obtained by Avery-Knodel and on local business, believed to be best in each station's history, the Field stations probably are turning in a better profit for the original investment than both papers combined.

Financially, as a matter of fact, *PM* and the *Sun* have yet to dip into the black ink. *PM* only a fortnight ago abandoned its policy of non-advertising. Paper and manpower costs boosted the *Sun's* daily newsstand price from three to five cents Aug. 1, with the result that its present circulation slumped 40,000 to a total of 335,000 as compared with the 1,100,000 circulation of the competitive *Chicago Tribune* which sells for three cents.

No TV Reference

Possibility that Mr. Field might include television and FM among his future radio plans was not referred to directly by the publisher. He did, however, view these as complementary to newspapers and undoubtedly would be receptive to ownership of television and FM stations.

CBC shortwave station at Montreal, sending French-language programs to western Canada has added an eighth frequency and call, CBLX on 15.09 mc with 7.5 kw, according to announcement of Radio Division, Department of Transport, Ottawa.

THE BRANHAM COMPANY

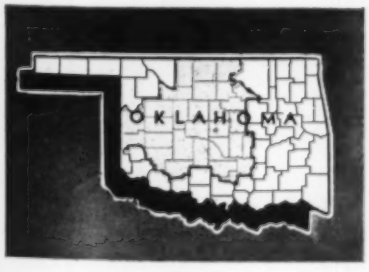
Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB . . . . . Mobile, Ala.
WLAY . . Muscle Shoals City, Ala.
KTHS . . . . . Hot Springs, Ark.
KFMB . . . . San Diego, Calif.
KWKH . . . . . Shreveport, La.
WCPO . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KRIC . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

It's WKY by more than 3 to 1

OKLAHOMA CITY



THREE-TO-ONE over the next highest station is WKY's advantage in station rating both day and night according to a Listener Diary Study conducted by Industrial Surveys Company in 30 Oklahoma counties.

For the 332 daytime quarter-hours during the survey week, WKY's rating of 10.6% was 241% greater than the next highest station. WKY's rating of 14.9% for the week's 168 evening quarter-hours was 231% greater than that of the second station. For the week as a whole, 500 quarter-hours, WKY's average rating of 12.0% ranked first by more than 4 to 1.

This, of course, is the reason for WKY's superior selling power in Oklahoma, clearly evident in the sales figures of WKY-advertised products. By any measure, WKY is decisively dominant in Oklahoma.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES—THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS—KLZ, DENVER AND WEEK, PEORIA AFFILIATED IN MANAGEMENT—REPRESENTED BY THE KATZ AGENCY, INC.

BMI *Pin Up* SHEET

Hit Tunes for December
(On Transcriptions)

BEST MAN, THE (Vanguard)
LANG-WORTH—Four Knights
" Tommy Tucker
STANDARD—Leighton Noble
" The Starlighters
THESAURUS—Novatime Trio
CAPITOL—Pee-Wee Hunt
" Peggy Lee
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliott Lawrence
WORLD—Les Brown

COFFEE SONG, THE (Valiant)
LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
WORLD—Les Brown
STANDARD—De Castro Sisters
MacGREGOR—Henry King
CAPITOL—King Sisters

EV'RYBODY LOVES MY BABY, MY BABY (Goode)
MacGREGOR—Music A La Carter
CAPITOL—King Sisters
LANG-WORTH—Frankie Carle
" Blue Barron

(I LOVE YOU) FOR SENTIMENTAL REASONS (Duchess)
CAPITOL—Eddie Le Mar
WORLD—Charlie Spivak
THESAURUS—Music of Manhattan
LANG-WORTH—Four Knights

HOLD ME, HOLD ME, HOLD ME (Stevens)
LANG-WORTH—Chuck Foster
WORLD—Russ Morgan

I GUESS I'LL GET THE PAPERS AND GO HOME (Campbell Porgie)
LANG-WORTH—Claude Thornhill
" Tommy Tucker
THESAURUS—Sammy Kaye
MacGREGOR—Eddie Oliver
WORLD—Russ Morgan
CAPITOL—Peggy Lee
STANDARD—Leighton Noble
ASSOCIATED—George Towne

I'LL NEVER LOVE AGAIN (La Borrachita) (Peer)
WORLD—Desi Arnaz
THESAURUS—Vincent Lopez
CAPITOL—Jan Garber
ASSOCIATED—George Towne

IT'S ALL OVER NOW (BMI)
WORLD—Russ Morgan
LANG-WORTH—Tommy Tucker
THESAURUS—Jumpin' Jacks
STANDARD—Dick Jurgens
MacGREGOR—Eddie Oliver
ASSOCIATED—George Towne
CAPITOL—Jan Garber

MANAGUA, NICARAGUA (Encore)
WORLD* LANG-WORTH* ASSOCIATED* CAPITOL*

RICKETY RICKSHAW MAN, THE (Peer)
LANG-WORTH—Les Elgart
MacGREGOR—Jimmie Grier
WORLD—Russ Morgan
THESAURUS—George Wright
CAPITOL—Jan Garber

TOO MANY IRONS IN THE FIRE (Marks)
ASSOCIATED—Richard Himber
LANG-WORTH—Blue Barron
" Al Trace
" Chuck Foster
MacGREGOR—Don Swan
" Jimmie Grier
THESAURUS—Novatime Trio
CAPITOL—Hal Derwin
WORLD—Russ Morgan

VEM VEM (Pemara)
LANG-WORTH—Ron Perry
MacGREGOR—Don Swan
WORLD—Jose Morand
THESAURUS—Music of Manhattan

ISN'T THIS BETTER THAN WALKIN' IN THE RAIN (Republic)
THESAURUS—Sammy Kaye
" —George Wright
LANG-WORTH—Four Knights

WHAT MORE CAN I ASK FOR? (London)
LANG-WORTH—Four Knights CAPITOL* WORLD*

WHICH WAY DID MY HEART GO? (Chelsea)
ASSOCIATED—Richard Himber
MacGREGOR—Music A La Carter
THESAURUS—George Wright
WORLD—Nat Brandwynne
LANG-WORTH—Four Knights

*Soon to be released

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

RADIO'S CHRISTMAS THEME

All U. S. Stations Asked to Link Season's Programs to United Nations

ALL RADIO stations, networks and advertising agencies have been asked to link their Christmas and New Year programs to the United Nations. Christopher Cross, U. S. radio liaison officer for the United Nations, last week dispatched letters from Lake Success, N. Y., UN headquarters, to every radio station in the country asking cooperation in a nationwide Christmas season effort to focus attention on "the most dominant thought in the hearts and minds of people in your community . . . that mankind should never again be subjected to another war . . . This year," the letter said, "the people can look to the United Nations which is working from day to day to make real their hope for peace on earth and good will to men."

Telegrams to the four big networks and to advertising agencies carried the same message as the letter. "We would be happy to help you carry out this suggestion," the message said. Networks, individual stations and agencies were advised that an indication from them as to how they might be planning to stress the United Nations theme in their Christmas messages would be appreciated.

Good UN Reception Is Reported Abroad

Overseas Nations Say Public Interest Is Whetted

ENTHUSIASTIC reception of United Nations radio broadcasts by the peoples of most nations has been reported by the UN's radio section.

Since the convening of the General Assembly last Oct. 23, the UN has been broadcasting as much as 12 hours daily to most nations of the world (notable exception: the U. S.)

A program staff of 55 persons conducts an ambitious broadcasting schedule, covering all activities of the UN. The UN has received preliminary reports from broadcasting agencies in many countries. Some of them:

France: Excellent reception; Norway: UN transmissions are received with a quality of local broadcasts; Sweden: Good reception and widespread interest; Argentina: programs are rebroadcast with "good results"; Mexico: has sent numerous telegrams to UN commending quality of programs.

The Soviet Union has reported varying quality of reception, and Moscow Radio has asked for recordings of Russian speeches at the UN. Russia is testing relays from Central Europe as a means of improving reception.

The Central Broadcasting Administration of China has been rebroadcasting all UN programs. A Shanghai dispatch reported widespread public interest in the UN broadcasts.

In the Philippines and Australia, UN programs are regularly rebroadcast.

KEX Portland Formally Dedicates Radio Center

FORMAL opening of the new Westinghouse-KEX Radio Center in Portland, Ore., took place Nov. 24, according to plans announced by Station Manager C. S. Young.

Dedication of the new Center, first step in Westinghouse's proposed million-dollar expansion in Pacific Northwest broadcasting, was attended by Westinghouse Radio Stations Vice President Walter E. Benoit; WRS Stations Manager J. B. (Steve) Conley, former manager of KEX; Mr. Young, and Earl Riley, mayor of Seattle. Other out-of-town guests invited included: Charles A. Dostal, vice president, Westinghouse Electric Corp., San Francisco; B. E. Manuel, vice president, WEC, Los Angeles; Fran Conrad, ABC, Hollywood; C. R. Matthews, Westinghouse Electric Supply Co.; Carl A. Neilson, NBC; R. J. Newman, RCA; A. Leo Bowman, Free & Peters; Ray Rhodes, Paul H. Raymer Co. The latter-named are all from San Francisco.

The new Center provides six ultra-modern studios, five control rooms, a central equipment room and 12 daylight offices in 15,000 sq. ft. of fireproof construction, all of which is pointed to KEX' assumption of 50 kw operation early next year, according to Mr. Young.

Lee Hearing Jan. 14

HEARING on renewal applications of five Don Lee Broadcasting System stations, to study possible violations of the network option rule, was postponed by the FCC from Dec. 2 to Jan. 14, at Los Angeles. Comr. Rosel H. Hyde is slated to preside. Stations: KFRC San Francisco, KHJ Los Angeles and KHJ-FM, KGB San Diego, KDB Santa Barbara.

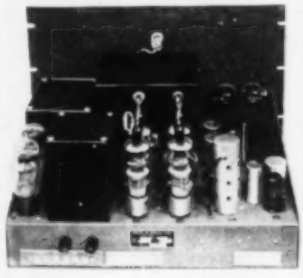
BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.
CKNW
NEW WESTMINSTER, B.C.

Four 807's Push-Pull Parallel

▶ The Presto 88-A is a 50-watt amplifier designed specifically to drive the modern wide range magnetic recording head, such as the Presto 1-D. Its very ample output stage—four 807's in push-pull parallel—provides adequate power at peak levels with a minimum of distortion. A selector switch provides a choice of:

1. Flat response 20 to 17,000 cycles per second, ± 1 db.
2. The NAB recording characteristic.
3. Rising characteristic for vertical recordings.

▶ The Presto 88-A is ideal for the most exacting recording requirements.



For full specifications of the Presto 88-A, please write to the Presto Recording Corporation, 242 West 55th Street, New York 19, N. Y. To insure future delivery within a reasonable time, we suggest that you place your order on our priority list since orders are considerably in advance of production.

PRESTO
RECORDING CORPORATION
242 WEST 55TH STREET, NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS

Richard III and *Town Meeting* Share Teachers' Dual Awards

DUAL AWARDS of the National Council of Teachers of English for this year's outstanding broadcast programs have been won by *Town Meeting of the Air* (ABC) and the CBS production of *Richard III* by the English actor, Laurence Olivier, and his company. The awards were presented by Dr. Max Herzberg, of Newark, N. J., chairman of the council's radio committee, Saturday (Nov. 30), closing day of the three-day 36th annual convention of the council at Atlantic City.

Dr. Herzberg explained that instead of making a single award this year the council had decided upon a dual presentation "in order to bring our awards into much closer connection with our activities in the classroom." One award (that given for *Richard III*) was for "the program most helpfully correlated with our work in teaching reading and writing," Dr. Herzberg said, and the other for the program "most helpfully correlated to speaking and listening."

In each of the two groups the council found four programs of great excellence. In the "speaking and listening" group, in addition to *Town Meeting of the Air*, the following were included: *American Forum* (MBS), *University of Chicago Roundtable* (NBC) and *Trans-Atlantic Call* (CBS). Singled out for special commendation, besides *Richard III*, in the "reading and writing" group were: *Theater Guild of the Air* (ABC), *Pacific Story* (NBC) and *The Human Adventure* (MBS).

One other program also came in for special mention. Dr. Herzberg said, "We regretted very much that the rendition of John Hersey's *Hiroshima* (ABC) came too late to be considered for an award."

Dr. Herzberg referred to *Town Meeting of the Air* as the program which "during the past year has done most to awaken greater admiration of effective and exemplary speech and to promote powers of intelligent listening and critical thinking." *Town Meeting of the Air*, Dr. Herzberg said, maintains a consistently high level of excellence in the presentation of a discussion program and is based on a democratic exchange of opinions among national leaders and experts, the questions and responses on the program are well-directed, the topics selected for discussion are of vital concern to all citizens, and the listening audience is trained to discriminate between emotion and objectivity, between speciousness and truth."

The award to *Town Meeting of the Air* was accepted by George V. Denny, moderator.

With reference to the other award winner, *Richard III*, Dr. Herzberg said, in part:

"To give the vast non-New York audience an opportunity of at least listening to Mr. Olivier and his company CBS undertook to provide them with time on the air. The program was made a special feature of that remarkable and fruitful enterprise, the Columbia Workshop. To give *Richard III* properly, the network extended the length of the broadcast from half an hour to an hour and a half—thereby performing a genuine public and literary service. . . . The play, as those who listened to it will testify, proved to be remarkably intelligible, with a minimum of the obscurities which so often mar the modern person's enjoyment of Shakespeare's dreams." The production of *Richard III*, Dr. Herzberg continued, is the program which during the past year has "done most to promote a greater appreciation for and understanding of our literary heritage and to awaken greater love of beautiful writing and beautiful speech."

Representing CBS in accepting the award was Edward R. Murrow, vice president. Mr. Murrow also gave an address on "The Pursuit of Peace" at the NCTE annual luncheon Saturday preceding presentation of the awards.

Discussion of radio and television was included in one of the Friday afternoon conferences at the NCTE meeting. "The Present Status of Television" was discussed by Noran Kersta, manager of NBC's television department. Sterling Fisher, assistant public service counselor of NBC, gave a summary of "Educational Possibilities of Television." Both talks were presented as part of a panel on "Values in the Modern World: Periodicals, Radio and Television."

Just the Same

GLENN RICE, whose Beverly Hillbillies broadcast over KMPC Hollywood 17 years ago, has returned to that station for same sponsor, MacMillan Petroleum Corp., with four of the same group at same five weekly time.

What's Surprising About This?
AMARILLO HAS $75,000,000 INCOME FROM WHEAT ALONE
Jumbo rides the plains when we think of KGNC's 75 million dollar income from wheat... only one of the many BIG resources which contribute to KGNC's $900 per capita income market! A Jumbo market... a Jumbo station!
AFFILIATED WITH LONE STAR CHAIN NATIONAL BROADCASTING CO.
TAYLOR-HOWE-SNOWDEN Radio Sales
KGNC
AMARILLO, TEXAS
The Family Station in the Great Panhandle
C. P. GRANTED — 10,000 WATTS DAY AND NIGHT — 710 KC.

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & Co.

What is the ZIA Network?

The ZIA Network is the first regional in New Mexico, linking Albuquerque, Santa Fe, Las Vegas and Gallup, four of the state's major markets.

Affiliated with the American Broadcasting Company, the ZIA Network comprising KOAT, Albuquerque, KTRC, Santa Fe, KFUN, Las Vegas and KGAK, Gallup, for the first time brings New Mexico listeners full ABC programming. In addition, each station attunes its local program structure to its individual market tastes, strictly adhering to quality and public service, thus insuring the listener's interest and respect.

The ZIA Network is offered as a combination on a package rate, or each station can be bought individually. ZIA Network, either on a regional or single station basis, affords the national and regional advertiser the most economical buy in the southwest.

Executive Headquarters

Albuquerque, New Mexico
Post Office Box 1419
Merle H. Tucker, General Manager

Represented by HOMER GRIFFITH COMPANY, INC.

WINN

Louisville

AMERICAN

WINN

BROADCASTING COMPANY

•

Represented by

BROADCAST SALES COMPANY

New York & Chicago

HOMER GRIFFITH COMPANY

Hollywood & San Francisco

HARRY McTIGUE General Manager

Kansas Listeners Pleased With Radio

Whan Survey Discloses Little Objection To Commercials

KANSANS like radio just as it is. They don't object to commercials. They don't see how broadcasting so-called "public service" programs as sustainers would help. To top it off, 77.8% of Kansas listeners believe radio is doing a good job, while only 2.7% think it's doing a "poor job."

Those facts are brought to light in Dr. F. L. Whan's 10th consecutive annual study of the radio listeners of Kansas, titled "'The Kansas Radio Audience of 1946." It was made specifically for WIBW Topeka, but covers the entire field in Kansas.

It Was Loaded

Dr. Whan, chairman of the Committee on Radio, U. of Wichita, intentionally loaded his 1946 questionnaire, he says, with leading questions designed to bring out criticism of radio. When he tabulated the results, after polling 10,020 Kansas homes, he concluded that radio's critics are in a small minority, and that the vast majority of listeners not only are satisfied, but pleased with broadcasting today.

Among the questions asked by Dr. Whan's researchers was this: "Is there any type of program you would like at a time you can't now get it? If so, when and what type do you want?"

Of the women questioned, 29% answered "yes," 64.1% "no" and 6.9% failed to reply, while 29.1% of the men said "yes," 65.5% said "no" and 5.4% didn't answer. Dr. Whan found that no more than three persons out of ten report any program type wanted at a time it can't be heard in Kansas.

"But of more importance," he concluded, "those who report inability to get a desired program were at odds over the type of program not available, and again were at odds as to the time of day it should be broadcast. In fact, no more than 2% of all questioned were in agreement on a program type wanted (but not now available) at any given two-hour period of the radio day." Commented Dr. Whan:

"The replies of more than 5,800 women and men, located throughout the area, should show better than anything else whether or not radio has been giving the public the types of programs it wants in Kansas."

Dr. Whan found a "high interest in news and comedian shows, with a definite drop in interest in news following the war," a waning interest in audience participation, variety and serial dramas; growing interest in popular music, complete drama and brass band music; increased interest in sportscasts, and continued low ratings of all types of informational programs with the exception of news.

Each radio family was asked to list the five types of programs liked best. Here's the result: Newscasts 63.4%; comedians 62.4%; popular music 50.2%; complete drama 41.1%; audience participation 39.7% (down from a high of 48.7% in 1940-1); old-time music 31.2%; variety shows 28.9%; band music 27%; religious music 26.8%; sportscasts 26.1% (up from 17.8% in 1940 and 21.1% in 1945); classical music 24.7%; serial drama 19.3% (down from a high of 31.5% in 1942); talks, comment 17.2%; devotionals 15%; market reports 13.5%; talks on farming 8.7%.

Dr. Whan asked this pointed question: "Is there any way in which radio could give the public better service? If so, how?"

In both 1945 and 1946 he found that six out of ten answered the first part of the question with an unqualified "no," the remainder being divided between "yes" and making no reply.

Of 3,683 women and 2,164 men answering the question, 21.4% offered suggestions for improving radio's service, but they were not in agreement as to what should be done. Only 3.6% of the women and 6.5% of the men questioned agreed on any one suggestion. Dr. Whan broke down this portion of his survey, showing that in one instance listeners asked for "more" of 32 different programs, while others asked for "less" of 20 of those same broadcasts.

'A Good Job'

"This lack of agreement would seem to support earlier findings that radio in Kansas is at present doing a good job," commented Dr. Whan.

On commercials, Dr. Whan formulated some leading questions which, he admits, were "loaded" to develop every criticism possible. Here are some of the questions and summaries of replies:

Question—"When listening to news, market reports, or other 'public service' programs, do you object to commercial announcements at the beginning of the program? In the middle of the program? At the end of the program?"

Results—More than four listeners have no objection to as many as three announcements in such programs for every one listener who objects to all advertising. No more than 6.5% of the combined listeners objected to all commercialization on public service types of broadcasts.

"It would seem that the majority of listeners who criticize commercial announcements on public service programs are more concerned with the position or number of those announcements, than with commercialism itself," commented Dr. Whan. Greatest objection is to the middle commercial on such programs in Kansas, he added.

Question—"When you hear advertising on the radio, about how often would you say the following things annoy or irritate you? First, the number of announcements on a program? Do they annoy you 'almost always, quite often, now and then, not very often, or almost never?' Second, how about the length of the announcements?"

How They Are Annoyed

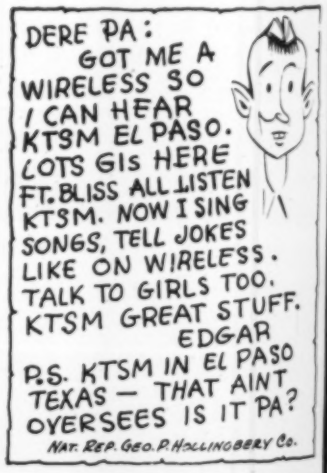
Results—First, women quite often annoyed by number of announcements on program, 33.2%; men, 40%; second, women quite often annoyed by length of individual commercial announcements, 41.5%; men, 46.8%.

Question—"When you hear advertising on the radio, about how often would you say the following things annoy or irritate you? First, the way the announcer says it? Do they annoy you 'almost always, quite often, now and then, not very often, or almost never?' Second, how about announcements which are sung?"

Results—Nearly three listeners are annoyed by singing commercials for every one listener annoyed by announcers' delivery. Nearly six out of ten listeners are "not often" annoyed either by singing commercials or by the announcer. Men are more likely to be annoyed by singing commercials than women; farm listeners are more likely to be annoyed by the announcer's delivery than urban listeners, but urban listeners are more likely to be annoyed by singing commercials.

Question—"When you hear advertising on the radio, about how often would you say you are annoyed or irritated by what is said about the product?"

Results—Fewer than one of four are "quite often" annoyed; more than half questioned are "almost never" annoyed.


DERE PA:
GOT ME A WIRELESS SO I CAN HEAR KTSM EL PASO. LOTS GIs HERE FT. BLISS ALL LISTEN KTSM. NOW I SING SONGS, TELL JOKES LIKE ON WIRELESS. TALK TO GIRLS TOO. KTSM GREAT STUFF.
EDGAR
P.S. KTSM IN EL PASO TEXAS — THAT AINT OVERSEES IS IT PA?
NAT. REP. GEO. P. HOLLINGBERY CO.

IF IT'S 1000 WATTS YOU WANT

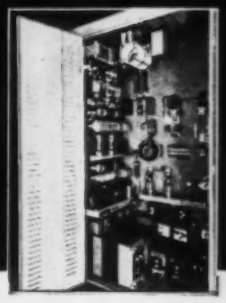
. . . STUDY THIS NEW, ADVANCED

RAYTHEON AM TRANSMITTER

"It's a beauty,"
says the visitor . . .

"It's a star performer,"
says the station engineer . . .

"It's an excellent investment,"
says the station-owner.



AGAIN RAYTHEON presents an item of broadcast equipment that scores a hit with all who see it. Following on the heels of Raytheon's highly successful 250 Watt design, this new 1000 Watt AM transmitter provides the same excellent performance, the same inherent superiorities for higher-powered stations . . . and at surprisingly low cost.

It's an outstanding design . . . perfected after months of careful engineering. Simpler circuits give the all-important *dependability* that Raytheon transmitters are becoming widely noted for. Exceptional signal quality is achieved through triode type tubes and audio transformers better than were ever before available. Its striking modern beauty catches the eye of visitors—makes it a show-piece.

This Raytheon transmitter commands attention of 1000 Watt station owners and engineers. Before *you* decide on a transmitter, write or wire for our fully illustrated specification bulletin. *Prompt deliveries can be made.*

HERE'S WHAT RAYTHEON OFFERS

Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1 **Simplified, More Efficient Circuits**—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion. Tube cost low, power consumption considerably lower.

2 **Greater Dependability**—Modern components, operated at well below their maximum ratings, and simplified circuit design reduce failures to minimum. Designed to withstand overloads—fully resistant to excessive temperatures, high humidity. Performance not impaired by ordinary line voltage fluctuation.

3 **High Fidelity Signal**—Modern triode type tubes used in all audio stages have an inherently lower distortion level. Specially designed audio transformers reduce distortion still further. The feedback circuit also improves signal quality but is not essential in this simplified circuit.

4 **Push-Pull Final Amplifier**—A Push-Pull R F final amplifier materially decreases harmonic distortion. Parasitic oscillation in this stage is eliminated and suppressors are not needed.

5 **Easy to Operate**—Only two stages, the R F Drive Amplifier and Power Amplifier, have to be tuned. A Video type amplifier eliminates complicated tuning of the Buffer stage.

6 **Fast, Accurate Tuning**—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. Low speed motor tuning gives positive micrometer adjustment of the two tuned stages.

7 **Easy to Service**—Vertical chassis construction and symmetrical mechanical layout make servicing easy. Hinged side panels give access to all cabling and meters. Full height double rear doors give maximum access to wiring and components.

8 **Easily Meets All F.C.C. Requirements**—Flat frequency response from 30 to 10,000 cycles per second. Noise level —60 db below 100% modulation. Less than 2½% RMS for 95% modulation.

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

COTTON is big money in the Mid-South!

Last year, the Memphis Cotton Exchange handled 3,546,902 bales of cotton at an average sale of 25.90 cents per pound, for a total of $92,454,099.84. This year, the Memphis Cotton Exchange will handle 3,200,000 bales at an average price of 32 cents per pound, for a total volume of $102,400,000.00.

This represents an increase of more than 9%, or $9,945,900.16, most of which will be "bonus money" for the Mid-South farmer.

There's plenty of money in the Memphis market area this year, covered by Radio Station WMC, the NBC station for the Mid-South.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO.

MEMPHIS' *DOMINANT* RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

Pangborn

(*Continued from page 22*)

program audience measurements.

Should BMB now be taken to task for failing to do something which it was not established to do and which as far as I can discover it had never promised to do?

But what surprised me the most was the action taken by the NAB itself, of which I am and hope to remain a member in good standing. At its board of directors meeting it passed a resolution which said in part that "BMB must immediately prove to broadcasters: (1) that the national buyer of radio facilities desires and uses BMB . . . and (2) that BMB is a valuable sales tool for use with local and regional advertisers."

It is manifestly impossible for BMB to furnish such immediate proof. If I have been reading my mail correctly, the BMB area report and network report, designed for the use of advertisers and agencies, will not be published until December and January, respectively, and it will be some months after that before advertisers and agencies will have had an opportunity to test their usefulness.

What would be the reaction of these same broadcasters, most of whom, by the way, are my personal friends, if an advertiser, after one week on the air, demanded "immediate proof" that dealers and consumers were influenced by the radio program in the purchase of the advertised product?

Based on Ignorance

For several months now BMB has been lambasted by individuals, many of them presuming to speak for the industry. Much of this criticism has been based on ignorance, for the BMB reports have been out for little more than a month and the critics have been able to analyze only their own station reports and those of the few other stations which have made their reports available. So far as I know, no attempt has been made to survey the opinion of the 706 subscribing stations, much less the advertisers and agencies for whose use, as well as that of us broadcasters, the survey was made.

On the one hand BMB stands condemned for having discussed possible uses for its findings. On the other hand BMB is accused of failing to set up levels of listening to guide people in the use of its findings.

And all through the arguments pro and con, sight is lost of the fact that BMB is not an autonomous body but is the servant of those who established and govern it, representing broadcasters, advertisers and agencies.

I do not regard the first BMB measurement as perfect. I never expected it to be. I do not think anyone has a right to expect it to be perfect. But it does not follow that we must act like petulant children, venting our spleen on a measurement of our own devising when it turns out less perfect than we had any right to expect it to be. It is high time we broadcasters grow up and act with a maturity becoming a major industry.

Many of the best research brains in the broadcasting industry are at work in BMB. They have made it abundantly clear for over a year what they are doing. Now that the results are being issued, it is only fair—and plain common sense—to analyze and study and try to use the information with a view to finding its shortcomings and determining how it can be improved.

Conflicting Opinions

There will be many conflicting opinions on the subject. There should be. And many suggestions for the betterment of the BMB measurement. But these opinions and suggestions should not take the form of carping criticism, futile fury and bad-tempered denunciations of BMB. Rather, they should be placed in the hands of BMB officials or committee or board members, that they may be considered and acted upon in the best interests of the entire industry. In a day when minority pressure groups are the vogue, we should refrain from either forming or joining such groups or acting in our own self-interest without first considering whether that self-interest is attuned to the interest of others.

And above all, let there be no talk about the demise of an infant organization which has done the bidding of the broadcasters, advertisers and agencies that brought it into existence and has done the job thoroughly, on time and at a saving over the anticipated cost.

We need the BMB measurement, the first and only uniform measurement of station and network audiences. The measurement can be improved, and BMB, with the best brains in the business, is the logical outfit to do it. As evidence of my own faith in BMB I have renewed my subscription for the next two years, including the 1948 survey, and have asked that any balance from the first survey remaining to my credit be left with the organization and applied toward the re-subscription fee.

WCKY

the **50,000** *watt voice of Cincinnati*

"If we ever hope to allay the fears which lead to wars, we must have a free flow both of ideas and information throughout the world."

Kent Cooper, A.P.

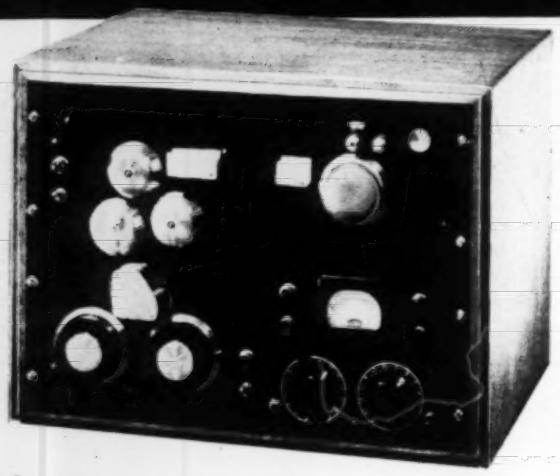
AS TRUE OF RADIO AS IT IS OF THE PRESS

WJR

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT
MICHIGAN'S GREATEST ADVERTISING MEDIUM
CBS BASIC AFFILIATE • REPRESENTED BY PETRY

G. A. RICHARDS, PRESIDENT . . . OWEN F. URIDGE, VICE-PRESIDENT AND GENERAL MANAGER

AMAZING! THE FIDELITY OF THIS NEW WIRE RECORDER



It's

MAGNECORDER

BUILT UNDER ARMOUR RESEARCH FOUNDATION LICENSE

Here is wire recording with all the "bugs" out. MAGNECORDER, a strictly professional magnetic recording and reproducing device, incorporates many of the electronic developments of the war years. It solves the recording problems of AM and FM Radio, Motion Pictures, Test Laboratories, General Entertainment, Industry.

MAGNECORDER offers you . . .

HIGH FIDELITY . . . frequency response flat within 2 db from 50 to 12,000 cps with signal noise ratio of well over 45 db. Less than 1½% harmonic distortion. ELIMINATION OF WOW AND FLUTTER . . . 30 MINUTE PLAYING TIME . . . HIGH SPEED FORWARD-REWIND . . . SIMPLE OPERATION . . . LASTING QUALITY . . . GENUINE ECONOMY. Write for literature.

MAGNECORD, INC.
304 WEST 63rd STREET • CHICAGO 21, ILLINOIS

IN PIRATE COSTUME Homer Todd, narrator of *Deep Sea Dan, the Cabin Boy* on WCBM Baltimore, does voices of six characters. With the star are (l to r): Jack Rohr, who provides musical effects; Tom Severin, commercial announcer, and Al Buffington, producer. Show is just completing 13-week cycle for Arundel Ice Cream Co. Merchandising aids consist of Deep Sea Dan crew member cards mailed to youthful listeners, with special ratings awarded for good deeds.

CIO Convention Condemns 'Sabotaging' Growth of FM

THE CIO, meeting in convention at Atlantic City Nov. 18-22, strongly condemned the "apparent conspiracy against the development of FM and the monopoly control exercised by radio interests over it." Attention was directed to radio in the Report of Press and Publicity Committee, brought before the convention and adopted by the membership.

The Report accused "big commercial radio interests" of sabotaging the progress of FM, especially noticeable in the slow production of FM receivers. The CIO urged that "labor, together with other progressive elements in the community," enter into the field of FM broadcasting, especially in the rural areas, where service is now inadequate.

CBS, NBC and ABC were praised for their cooperation in presenting CIO programs. Mutual was not only conspicuously absent from those networks commended, but three MBS commentators were cited as forming the "spearhead of the phalanx of anti-labor commentators." The three named were Upton Close, Henry J. Taylor and Fulton Lewis jr.

The Radio Report also pointed out alleged instances of "censorship and discrimination against labor broadcasts" in the recent political campaign, naming four stations in the complaint.

Commends Stations

On the credit side of the ledger, the Union reported progress in the readiness of stations to give time to labor organizations. "This is especially true in the case of controversial broadcasts," the Report said. "The PAC twice during the campaign received free time to reply to controversial broadcasts over national networks."

The CIO asked its members to renew their vigilance in guarding against "infringement of labor's rights on the air." Expressing the view that radio is "over-commercial," the Committee's Report also endorsed the FCC Blue Book.

Convention Coverage

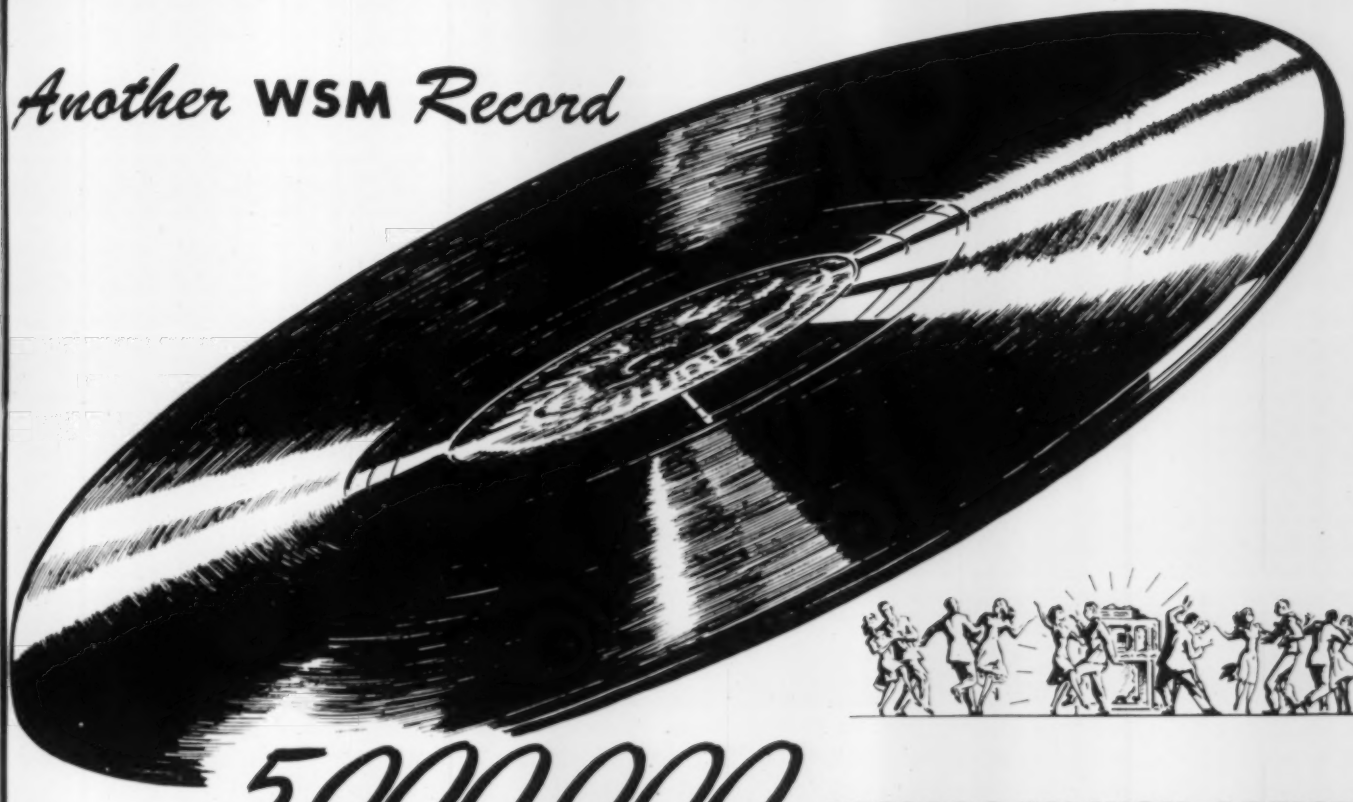
Len De Caux, CIO publicity director, and chairman of the Committee on Press and Publicity, told BROADCASTING last week that the networks gave greater attention to this year's convention than to any similar CIO meeting. "Radio gave us excellent coverage," he said.

CBS reporters and commentators who covered the convention were: Eric Sevareid, Bill Downs, Bill Henry, John Charles Daly. ABC sent Martin Agronsky and Baukhage. Richard Harkness reported for NBC.

GOING 5000 WATTS

KTFI
TWIN FALLS • IDAHO
WEED & CO., *Representatives*

Another WSM *Record*



5,000,000 RECORDS BY WSM ARTISTS

HAVE BEEN SOLD DURING THE PAST YEAR!

Naturally, this demand for our artists pleases us. For we feel that each of the 5,000,000 records sold was a friendly stamp of approval from our listeners—not just for the performers themselves—not just for WSM—but for the advertisers whose products kept our stars on the air.

You know—we know—the strength of any sponsor's advertising appeal grows with the popularity of the talent on his show. And we are particularly proud that WSM listeners never seem to get enough of our performers.

HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

"The Best in Broadcasting"

WSM
NASHVILLE

IN BALTIMORE,
AMERICA'S 6th MARKET
Remember These Facts:
1. WCAO Is Basic CBS
2. WCAO Has 600 Kc - 5000 Watt Coverage
3. WCAO Promotes Your Show
Now, more than ever before, WCAO is a great buy in Baltimore. Let a Raymer representative give you the full story.
WCAO
"The Voice of Baltimore"
REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

TRANSCRIBED PLAYBACK of a CBS *Dinah Shore* program was afforded Col. J. G. May of Denver, whose Ford testimonial letter was used on the broadcast. It seems that Colonel May missed the actual broadcast and when KLZ Denver and the J. Walter Thompson agency man in that city learned of the fact, the playing of a special air-check disc was arranged. At the playback were (l to r): Charles Hover, dealer who sold the colonel the Ford; Charlie Roberts, KLZ program chief; William T. Brookins, J. Walter Thompson Co., and Colonel May.

CLOSED DOOR TO KQV TEEN-AGER

Young Commentator Protests Cold Shoulder From Juvenile Delinquency Conference

THE PARADOX of a teen ager who couldn't express the views of that age group at the National Conference for Prevention and Control of Juvenile Delinquency has been protested by 17-year-old Clark Sutton, of KQV Pittsburgh.

After initiating a petition for 25-cent baseball for Pittsburgh teen agers through his *Teen Echoes* program on KQV, Mr. Sutton was sent by the station to attend the Conference in Washington and submit the plan for general approval. "I wasn't able to see one of the panel members," he told BROADCASTING. "Now," he said, "the fact that they didn't even want to listen to a young person seems more important than presenting to them the idea of 25-cent baseball. We felt that it was a good practical plan for keeping kids out of trouble, and several judges and the mayor said they approved the idea. But the Conference closed its doors to me."

Just before the end of the juvenile delinquency meetings, Mr. Sutton drew up a statement "as a teen-age broadcaster . . . for the teen-agers of America," asking the adoption of practical measures rather than resolutions that accomplish nothing. He sent the statement to members of the 16 panels, and to UP.

Teen Echoes, which he conducts with Mike Diebold, also 17, is heard Monday, Tuesday, Wednesday, 5-5:15 p.m. They give the news of interest to young people, sports and hold "bull sessions" with groups of teen agers who informally take part.

KGHL

BILLINGS, MONTANA

5000 WATTS

790 KC

NBC

Represented by

THE KATZ AGENCY, Inc.

Court Session Recording Matter Before Bar Group

COURT permission to make wire recordings of municipal and state court hearings, asked originally last August by William C. Ray, NBC Central Division news and special events manager, was presented to a special six-man committee of the Chicago Bar Assn.

At the conference Mr. Ray, representing the Chicago Radio Correspondents Assn., an organization of radio news editors, writers, commentators and special events directors, said the stations realized their legal responsibility to both the court and the public and pointed out that wire recordings enabled radio to delete all libelous, slanderous or objectionable testimony before airing the proceedings. He said radio should be given equal opportunity with the press to cover court actions and asked the Bar committee to revise a judiciary recommendation approved in 1937 barring radio from the courts.

Plan for Japs Told By Capt. Zacharias

Intelligence Officer's War of Wits Described in Book

SECRET MISSIONS, by Capt. Ellis M. Zacharias, USN, G. P. Putnam's Sons, New York, $3.75.

"PRAISED be the Lord," declared Elmer Davis, OWI Director, in the spring of 1945 when Capt. Ellis M. Zacharias, USN, told him that Admiral King had approved I-45. For I-45 was the plan, conceived by Capt. Zacharias, by which psychological warfare was to bring Japan to its knees and remove the need for an invasion.

Intimately familiar with Japanese habits, tongue and high officials, Capt. Zacharias had detected positive signs that Japan could be induced to give up by the use of the most powerful of all means of mass communication — broadcasting.

The story of Operation Plan I-45 is told in *Secret Missions* by the man who devised and executed it. The narrative was first related in the Sept. 3, 1945 BROADCASTING. Also told in the 432 pages of *Secret Missions* are the stories of Capt. Zacharias' years in Japan where he became a close friend of Japanese; the series of developments that led to the preparations for war with the United States; the clear signs of war's approach (Capt. Zacharias accurately forecast the time, place and technique of Japan's attack); and the war of wits that took place while actual shooting was in progress.

Wins Morale Award

FIRST award of the Committee for National Morale was conferred upon Captain Zacharias Nov. 26 in New York City "in recognition of his exceptional activities in the field of psychological warfare." The Committee, headed by Maj. George Fielding Eliot, said Captain Zacharias' achievements in the war with Japan were "brilliantly conceived and executed, materially contributing toward shortening the war and bringing victory during the crucial summer months of 1945."

Mertens Retires

ILLNESS has forced the retirement of Fred C. Mertens, president of Mertens & Price Inc. for almost a decade and head of his own producing company, Fred C. Mertens & Assoc. for the last five years. Advised by his physician to give up his business, Mr. Mertens is retiring to his ranch at Hemet, Calif. He is offering for sale his latest radio feature, *Miracles of Faith*.

To Penetrate the Purchasing Power of WICHITA use KANS

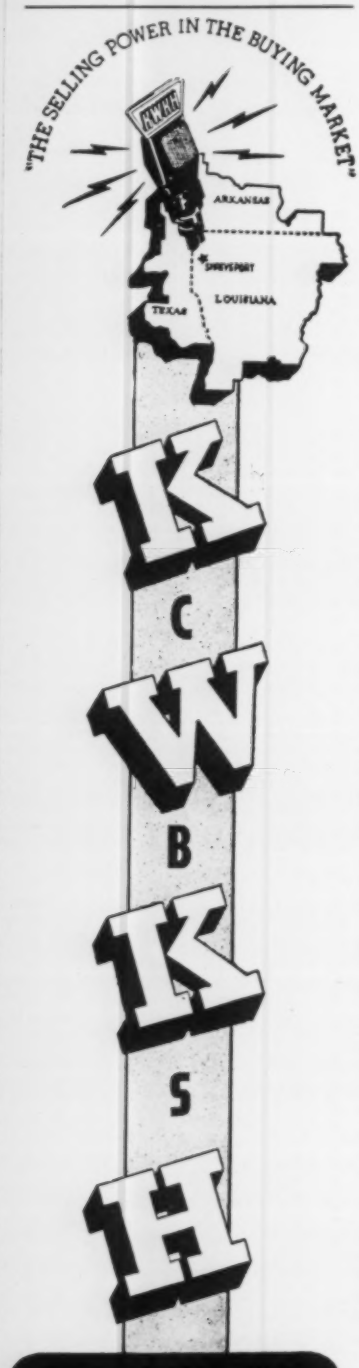
NBC in Wichita

aimed like a rifle at Kansas' No. 1 Market

Represented by

Taylor-Howe-Snowden Radio Sales

New York • Chicago
Dallas • Amarillo • Seattle
San Francisco • Los Angeles



THE SHREVEPORT TIMES STATION
Shreveport, La.
In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.
The Branham Co

ON-JOB INSTRUCTION AFFORDED B&B'S VETS

BENTON & BOWLES veterans have been given the opportunity of an on-the-job training program in an intensive 76-week course that offers instruction in the basic advertising subjects of media, research, production, radio, copy, art, public relations and publicity, traffic, merchandising and account management.

While retaining the normal work phase of training the 70 men who are currently enrolled in the course by assigning them to various jobs under the supervision of key executives, the course also consists of small seminar classes and "laboratory" periods which are conducted during working hours.

Designed by Clarence B. Goshorn, agency president, and H. H. Dobberteen, vice president, the new program was approved by the New York State Division of Veterans Affairs which qualifies Benton & Bowles veterans to receive government compensation while in training. A feature of the course is a series of lectures by executives of Benton & Bowles clients. Instruction is supervised by Quentin H. McDonald who has joined the agency for this special assignment. Mr. McDonald served with the Army Air Force during the war and earned his master's degree at the U. of Michigan.

KAFY Bakersfield Goes On With MBS-Don Lee

KAFY, new 250-w Bakersfield, Calif., station on 1490 kc, began operation early last month, according to George B. Crome, president of Bakersfield Broadcasting Co., station owners. Fiske Harlow is vice president and secretary-treasurer of the company.

A basic affiliate of Mutual-Don Lee Broadcasting System, station's temporary transmitter, offices and studios are housed in two prefabricated building units three miles west of Bakersfield. Raytheon console and transmitter have been installed.

Sheldon Anderson, general manager of KCOK Tulare, Calif., is also general manager of Bakersfield Broadcasting Co., with Frank Wilbur KAFY station manager. Recently separated from Army as captain, Mr. Wilbur was associated with KWG KMJ KCOK prior to service. Gene Chenault, Army discharge, has been made business manager of KAFY. Before service he was in advertising and prior to that for two years business manager of KFRE Fresno. Warren Tufts, ex-Navy, and prior to that production-promotion director of KFRE, has been made KAFY program manager. Jim Welch, formerly technician of KCOK following Coast Guard duty, has been made chief engineer of new station.

New Portland, Ore. FM Outlet on Air

KPFM Occupies New Modern Plant Overlooking City of Roses

HOUSED in one of the most modern radio broadcasting buildings in the Northwest, KPFM Portland, Ore., independent FM station, began operation on a commercial basis Nov. 1. KPFM's two-story home, with 3,000 square feet of space on each level, is located atop Sentinel Hill overlooking Portland.

The station operates on Channel 235 with a frequency of 94.9 mc. Eventually its Western Electric 1 kw transmitter will be increased to 10 kw, according to Stanley M. Goard, KPFM manager and part-owner of Broadcasters Oregon, the licensee.

Musical shows predominate in KPFM programming. Both live talent and high fidelity transcriptions are used. The latter are vertically recorded to encompass the complete FM range.

KPFM staff includes, besides Manager Goard: W. K. Dallas, assistant manager; David L. Norton, program manager, and H. Lynn Gordon, musical director. Mr. Norton until recently was director of broadcasting at the University of Michigan.

WCOP's Home Is Opened; Design Attracts Attention

WCOP Boston officially opened its new home in mid-November with a preview tour and cocktail party for 1,000 special guests, including agency and advertiser representatives. The station now occupies 24,000 square feet of floor space on the ground floor of Boston's New England Mutual Building.

Unusual feature of the new layout is the manner in which it is designed to attract attention of the public. Anyone stepping from the street into the huge lobby immediately sees a radio station in action. Through large glass observation windows the news room, master control room and three of the studios are in view. An illuminated call board in the lobby automatically tells which studio is on the air.

Four WCOP studios have been completed. The fifth has been left unfinished until the station's FM and television plans are complete and required facilities are determined. Offices and studios are air conditioned, with separate temperature controls in each office.

FAX SERVICE IN 1947 FOR HOMES — FINCH

FACSIMILE service to homes will be available in the FM service areas of about 12 cities early in 1947, Finch Telecommunications, Passaic, N. J., has announced. The announcement was made in connection with a facsimile broadcast which students and faculty members of the school of journalism at Columbia U. witnessed last week. Broadcast originated from the Finch-owned FM station, WGHF New York.

Using Finch facsimile broadcast equipment, stations in New York, Chicago, Detroit, Los Angeles, Cleveland, San Francisco and San Bernardino, Calif., will begin operations shortly, the announcement said.

The preview of what might well be "the newspaper of tomorrow" was recorded on a new FM-AM facsimile home receiver developed by Finch. The broadcast was the first in a pioneering series to be produced by WGHF in an effort to determine the types of programs most appropriate for home reception. It took the form of specimen pages of a "magazine of the air" with text and illustrations aimed at the household audience.

Video Can Demonstrate Auto Engineering Feats

CAR BUYERS of the future will be able to see engineering performance of the automobile they are considering through television, Joseph E. Bayne, general sales manager of the Plymouth Div., Chrysler Corp., told the audience of WRGB, General Electric's television station in Schenectady during WRGB's first all-automobile television show.

The medium will solve a basic sales problem in demonstrating quickly and conveniently the benefits in safety and performance which engineering advances make possible, he said. As an example, Mr. Bayne suggested that the Plymouth safety rim wheel could be demonstrated with actual pictures of a car whose tire blew out at 80 miles an hour.

Nationally Represented by
WEED and Company
WARD 1490 ON YOUR DIAL CBS Network
Johnstown, Penna.

WINC - FM

WINCHESTER, VA.

December 2, 1946

MR. ADVERTISER:

A year from now we expect WINC-FM will have to say sorry! no desirable availabilities....sold out! Right now WINC-FM with 14,000 watts radiated power and 25,000 square miles of perfect coverage offers you choice ABC co-ops for sponsorship: Baukhage, Walter Kiernan, Headline Edition, and Elmer Davis. The cost only $10.00 per time (exclusive talent charge). We have some good local shows including Mark Sheeler's Blues Chaser Club. The six, seven, eight, and nine o'clock night time station breaks are for sale at $4.00 each.

The WINC-FM transmitter is located on a mountain peak in the historic Blue Ridge surrounded by the fabulously rich and fertile Shenandoah Valley to the West and the Washington-Baltimore basin to the East. There are more than three million people living inside the 25,000 square miles served by WINC-FM. Our first week on the air brought hundreds of congratulatory letters and cards praising the finer WINC-FM tone quality, the superior WINC-FM signal strength and our showmanship and presentation of programs.

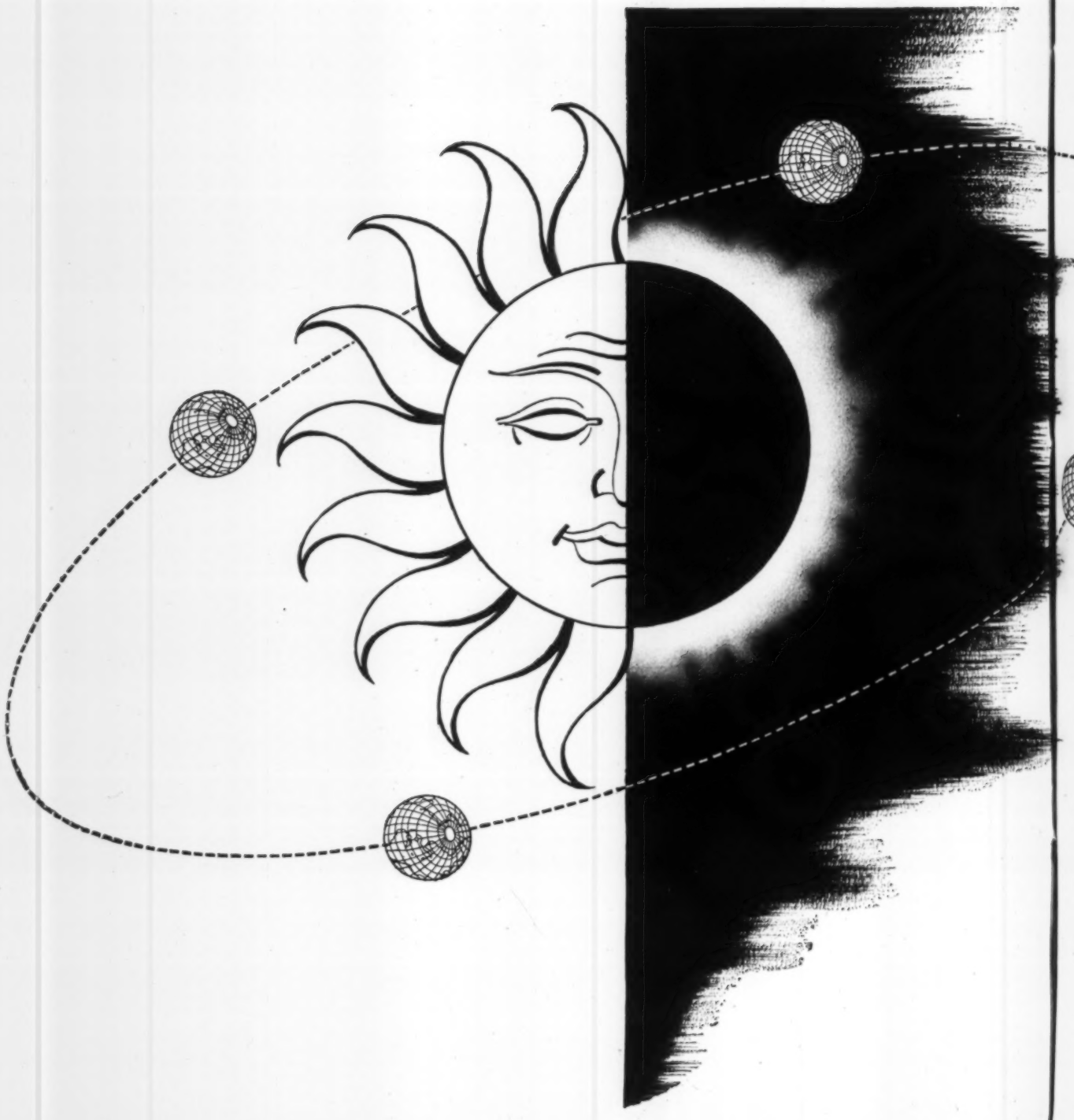
If you're a skeptic we would like to meet you at the Washington Airport and drive you out 75 miles or so in any direction and have you listen to perfect radio reception, WINC-FM. We'll show you how poorly this part of prosperous rural America is served by AM stations, even 50,000 watters while the WINC-FM signal is always perfect.

Write, wire, or phone Dick Lewis or John Morgan, Winchester 4855.

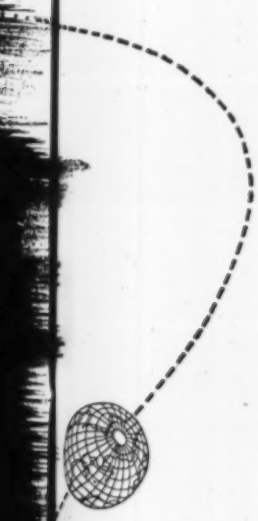
WINC-FM, WINCHESTER, VA.

Serving 25,000 square miles of rural and small town AMERICA WITH THE WASHINGTON, D. C. MARKET AS A BONUS.

Dependability th



t never fails...



The sun, in its rising and setting, is an ageless symbol of dependability.

The world is filled with things we can depend upon. They exist as surely as the sun itself... important phenomena such as the seasons, the tide, birth and death—*and confidence and imagination.*

Radio has been built of things you can rely upon—dependable ingredients developed by ingenuity, patience and foresight.

For a quarter of a century, the American people have grown with radio, accepting it as an indispensable element in their lives. They have deep faith in its reliability. They know that a turn of the dial can take them around the world, to a street corner in their own home town or to Carnegie Hall.

The Fort Industry Company's seven stations, situated in seven important markets, are symbolic of all that is dependable in American broadcasting. Serving 20,000,000 people day after day, they have grown steadily and strongly because they *know* the importance of dependability.

Listeners and advertisers alike look to Fort Industry stations for it. And like the sun, they never fail them.

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WGBS, Miami, Fla.
WAGA, Atlanta, Ga. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

Editorial

The Quick Brown Fox

IT LOOKS LIKE the quick brown fox has jumped over the lazy dog's back—the q.b.f., in this case, being the FCC and the l.d. being the NAB.

If you will study the report of BROADCASTING TRENDS in this issue (page 15) you will discover that about 75% of the nation's stations have instituted program "reforms" after the pattern set down in the Blue Book.

You will find that station program expenditures have increased in 1946, over 1945, in the amount of a median 24%—in the process of instituting the reforms.

And you will discover that the managers, when asked whether the reforms constitute real improvements for the listeners, demonstrated only lukewarm enthusiasm about many of them. A study of the tables will show that many more changes were made than managers felt were of maximum benefit to the listener.

Previously [BROADCASTING, Nov. 4-18] managers had reported that they felt there was a need for program improvement and had outlined as principal obstacles in its way the lack of talent, personnel and time. But they had expressly stated, in no uncertain terms, that they felt the responsibility for such improvement lay with station managers.

When one recognizes the existence of that sentiment, and then discovers that the "improvements" apparently have been made under compulsion of FCC pressures, is it impertinent to ask who IS programming American radio?

Of course the NAB and broadcasters, had they heeded the curious developments within the FCC—circa 1945—which led to the Blue Book, might have forestalled its issuance.

The result: Broadcasters, under the coercive threat of scores of temporary licenses, hastened to adjust their program schedules to the pleasure of the program directors who seem to inhabit the FCC these days.

This is program dictation of free American radio by its Government. It is no reflection upon the courage of broadcasters themselves that they obeyed the injunction inherent in the Blue Book. Courage is only as strong as the issue which inspires it—and in this case, the issue (which is freedom of speech, despite political speeches to the contrary) is just now, months after the Blue Book, becoming apparent.

Parenthetically, it might be noted that what courage has been displayed by the FCC in flouting the law under which it operates will be rapidly dissipated when a new and hostile Congress assembles next year.

Any way you look at it, the most precious right a station operator has is the privilege to program by his own lights, reflecting the wishes of his audience. Some of that privilege has been wrested from him by commercial interests. More of it has been wrested from him by the Government. He must regain it. And the NAB must now, as the hour grows later, back him up to the hilt.

Local Note

MONTGOMERY WARD is a million dollar radio account. This was shown in an exclusive report in BROADCASTING, Nov. 25. And the large mail order firm's radio appropriation is spent on spot business.

John A. Martin, Ward's media director, points out one factor attending placement of radio for chain-store operations which should interest all local and regional station operators. Mr. Martin says that he must be careful to select outlets where coverage does not extend into other listening areas where Ward stores are located.

An item advertised in behalf of one Ward store might not be available in an adjacent area. This must be a situation which faces scores of other national chain operations. Stations, offering concentrated community coverage, will find profit in studying this problem further—for they will learn that there is virtue not only in lower rates, but likewise in modest signal strength.

Slip or Mischief

MANY broadcasters are evincing concern—and with just cause—over the release of confidential station financial information by the FCC to a rival applicant. The incident came to light during the hearing involving competitive applications of WCBM Baltimore and Tower Realty Co. of that city, for assignment on 680 kc. with regional power.

Counsel for Tower, in advance of the hearing, had requested certain information on WCBM financial structure, alluded to in the application. The FCC, however, sent full photostatic copies of the station's annual reports from 1942-45, together with other contracts. This data had been supplied the FCC in the usual way, with the usual understanding that their confidential nature would be respected.

Counsel and witnesses for WCBM were not aware of this until the hearings got under way. No notice had been given them of the request or of the "compliance."

Tower counsel can't be reproved for requesting the data. The fault lies within the FCC. We understand the Commission itself learned about the incident through the story published in the Nov. 25 issue of BROADCASTING. Examiner Abe Stein did the best he could under the circumstances, and ruled that only those portions of the financial reports which were responsive to the questions in the application form might be used for cross-examination.

Question has been raised in the past about the propriety if not the legality of the FCC's annual collection of data from stations. Stations are not public utilities, even though certain members of the Commission may feel they should be. Rates are not fixed by the FCC.

If the FCC condones such improper acts by its staff, it will make a mockery of its hearing procedures. The new Administrative Procedures Act is designed to root out unfair practices by administrative agencies.

Stations would be justified in questioning the FCC's right to collect financial and contractual data, supplied now by acquiescence and with the strict understanding that it is confidential, if this practice persists. They would never know when it might be used against them in adversary proceedings.

Our Respects To—

MANN (HOLLY) HOLINER

PRIZE TURNIPS rather than high Hoopers might be holding serious attention of Mann Holiner, vice-president in charge of radio for Lennen & Mitchell Inc. today had he carried out original intentions. For "Holly" as he is known in the radio-advertising fraternity, undertook serious study of agriculture at Cornell University as a scholarship student from 1915-1917.

In-and-out of radio since early 1930, Mr. Holiner has the distinction of going back to work for the same advertising agency three times. Last time he returned to Lennen & Mitchell was on Aug. 1, 1945. He is now one of the four major partners of that agency as well as vice-president. He personally produces the weekly CBS Frank Sinatra show, sponsored by P. Lorillard Co. (Old Gold cigarettes). In addition he supervises all other radio for that agency in New York as well as Hollywood, his headquarters.

First time he joined the agency was in April 1934 as radio director. In that capacity he directed campaigns for Woodbury, Jergens Lotion, Lehn & Fink, as well as P. Lorillard. Mr. Holiner conceived and developed one of radio's earliest sportcasts, *Briggs' Sports Page of the Air*, an innovation in commercial radio then.

Resigning six months later, he devoted the greater part of the next two years to free lancing in both radio and the theatre. But in March 1937 he was summoned back to Lennen & Mitchell as a program trouble shooter. Shortly afterward he became radio director.

Resignation number two came in June 1940 when he again decided to free lance. After two months of this he found himself at Benton & Bowles Inc. as Hollywood producer of NBC *Good News*, later known as *Maxwell House Coffee Time*. He became manager of that office in mid-1941.

Mr. Holiner entered the Army in September 1942 as captain. For two years he served as chief of Armed Forces Radio Service program section. Emerging as a major in the fall of 1944, Mr. Holiner resumed free lancing until assuming his present post.

Born in Brooklyn, N. Y., on June 7, 1899, Mr. Holiner attended grade and Boys High School in that city, graduating from the latter in 1915. While pondering rotation of crops at college, theatricals attracted him. He took active interest in the Cornell Dramatic Society.

Great event it was in fall of 1916 when Wharton Bros. filmed old cliff-hanger thrillers

(*Continued on page 46*)

OREGON...is
Christmas Tree Land...and Oregon trees brighten the homes of America this holiday season.
This is a double blessing...for our forests gain hardier growth as a result of this selective thinning...
And Oregon has the largest stand of timber of any state in the Union.
* As Oregon contributes to the nation's joys... so does KOIN contribute to Oregon's enjoyment.
A Marshall Field STATION
KOIN
PORTLAND OREGON
CBS
AVERY-KNODEL, Inc., National Representative

Respects

(*Continued from page 44*)

in the vicinity of the university.

Mr. Holiner and other neophyte thespians suped in "Mysteries of Myra." The acting bug by this time had taken firm hold. Young Holiner turned from plough to make-up kit.

Realizing the necessity of training, he left college to study at American Academy of Dramatic Arts, but World War I interrupted his stage career. He enlisted in the Army and with the Armistice was mustered out a sergeant.

Taking up where he left off, Mr. Holiner in late 1918 entered stock. He made early stage appearances with Mary Cahill and other known stars of that day. He also had his own song-and-dance act.

Dabbling around in song writing, he discovered that his lyrics had commercial value. Never lacking the courage of his convictions, the young hopeful decided in early 1935 to make writing a career. Skeptical at best of their son's theatrical ambitions, his family now was convinced that the young man was absolutely irresponsible.

It was about this time that Alberta Nichols entered his life. She was another budding song writer. With lyrics by "Holly" and music by "Bert", their ultimate marriage was a natural. The time was December 22, 1926. Place: New York.

Their joint musical career started with *Gay Paree*, produced by the Shuberts, starring Winnie Lightner and Chic Sale. That was the 1926-27 edition, and it enjoyed an 88 week run. Another joint success was *Rhapsody in Black* with Ethel Waters, which ran for 90 weeks. The husband-wife team also collaborated on 1934-35 edition of *Black Birds*.

Following success of *Gay Paree*, Mr. Holiner, though not under contract, for next three years wrote almost exclusively for the Shuberts. Another success was *Boom Boom*, which represented combined efforts of Mr. and Mrs. Holiner and Werner Janssen, noted musical director-composer. Leads were Jeannette MacDonald and Frank McIntyre, with Archie Leach as featured player. Today Archie Leach is better known as Cary Grant, film star.

What boogie-woogie is to Young America today, jazz was then. And phrase "whoopee" was by-word of the day. So for the musical *Luckee Girl*, also written in collaboration with Mr. Janssen, Mr. Holiner penned "Come on and Make Whoopee."

Immediately Walter Winchell and James Watt, columnists, jumped upon that song as feuding material. Latter contended that there was entirely too much whoopee anyway and that the theatre at least could afford some relief from the current fad. When the pundits had finished batting that song back and forth, it had become one of the day's top numbers.

Parallel to his theatrical career, Mr. Holiner had made "advertising agency connections" when he wrote a show in fall of 1930. It featured Phil Baker and team of Shaw & Lee. Emanating from WMAQ Chicago, it was titled *Going Places*, sponsored by Sinclair Refining Co. Mr. Holiner worked out of Chicago for 13 weeks, writing, producing and acting in that show.

Federal Adv. Agency serviced the petroleum account. They liked the young fellow's work too. Fred Bruns, agency vice president and now with Ruthrauff & Ryan Inc., in similar capacity, asked Mr. Holiner if he would consider working for that firm. This was predicated upon suitable opening at future date. Casual contact was maintained. Meanwhile Mr. Holiner kept busy with Broadway productions, writing material for various theatrical personalities and shows.

One year later, in early 1931, he became radio director of Federal Adv., continuing in that capacity for more than three years. Among his radio firsts were *Sinclair Minstrels* for Sinclair Refining; *Ever-Ready Gayeties* and *Gem Highlights With Ed Sullivan*, sponsored by American Safety Razor Co. on CBS. In addition he supervised agency radio campaigns for Knox Gelatine and Puerto Rican-American Tobacco Co.

Then came Lennen & Mitchell Inc. with Mann's various resignations and freelancings.

Although member of Lambs Club, New York, Mr. Holiner isn't a joiner. Claims he hasn't the time. Hobby is horseback riding. For relaxation, he enjoys writing, and in the restfulness of his Hollywood home.

MANAGEMENT

CECIL TRIGG, KROD El Paso commercial manager, has been named manager of KOSA Odessa, Tex., new 250 w station (1450 kc) now under construction. KOSA will be affiliated with CBS and the Southwest Network.

JAMES E. RENNIE, formerly of KPRO Riverside, Calif., has been appointed general manager of KWBC Fort Worth, Tex.

BOB SHACK, former production manager of KFBC Cheyenne, Wyo., and more recently program director of KOH Reno, Nev., has been appointed manager of KIUN Pecos, Tex.

LESLIE C. JOHNSON, vice president and general manager of WHBF Rock Island, Ill., has been named a member of the Aviation Committee of the Illinois State Chamber of Commerce. Mr. Johnson is also a member of the Rock Island Airport Committee.

WALTER J. BROWN, vice president and general manager of WSPA Spartanburg, S. C.; **EVELYN HICKS**, vice president and general manager of WTNB Birmingham, Ala., and **GOV. ROBERT S. KERR** of Oklahoma, principal in West Central Broadcasting Co., Tulsa AM grantee, are initial members of newly organized National Planning Assn. Committee of the South. Organization meeting was held fortnight ago in Birmingham.

G. A. RICHARDS, president and principal owner of WJR Detroit, WGAR Cleveland, and KMPC Hollywood, has been in Detroit for meetings with WJR executives and the corporation board of directors relative to discussion of anticipated increase of WGAR power to 50 kw. Mr. Richards has spent last few months in Los Angeles supervising installation of new 50 kw transmitter at KMPC.

T. SHERMAN MARSHALL, president and general manager of WOLF Syracuse, N. Y., Nov. 21 addressed journalism and radio students at Cornell U. on principles in advertising.

ROGER W. CLIPP, general manager of WFIL and WFIL-FM Philadelphia, has been appointed to the Retail Trade Committee of the Philadelphia Chamber of Commerce and Board of Trade.

C. S. YOUNG, former station manager of WBZ Boston-WBZA Springfield and now manager of the Westinghouse station in Portland, Ore., KEX, on occasion of dedication of new KEX studios was recipient of a pot of beans and ice cream pie prepared specially by the executive chef of Boston's Hotel Statler and flown to Portland in special containers. Send off of unique cargo via United Airlines was aired on WBZ.

WOAY Oak Hill, W. Va.

NEW WOAY was granted for Oak Hill, W. Va., and not in Virginia as erroneously stated in BROADCASTING, Oct. 21. Station, owned by Robert R. Thomas Jr., is authorized 250 w daytime on 860 kc.

Unions Choose Name

COUNCIL of Radio Arts and Crafts is name selected by combination of Hollywood radio unions at meeting held Nov. 21. Plans also were drawn for designation of a committee to study definite organization details.

On your memo pad...where it says, "Do your Christmas shopping early"... better add another note: *"WTRY and 200,000 radio families join Columbia on January 1, 1947."*

Put an exclamation mark beside it and "ACTION NOW" in big, bold letters because this is a new, powerful selling combination. It blankets three prosperous cities of Albany, Troy and Schenectady, plus eight high income counties* where people earned nearly a *billion* dollars last year.

If you delay you may be disappointed. WTRY's best time spots, its most popular local programs will bring the most profitable returns to advertisers who schedule this new WTRY-CBS combination *early*. The good availabilities won't be open for long.

This is certain. Wire or call us or the nearest Headley-Reed office today. You won't be sorry (unless you put it off).

*BMB says it's 12 counties.

WTRY

Albany—Troy—Schenectady
980 Kilocycles—1000 watts
with studios in Troy and Albany
New York Office—901 Chrysler Building

WAKR AKRON

First in Listeners!

TOTAL RATED PERIODS*

HOOPER STATION LISTENING INDEX—DECEMBER, 1946 THROUGH APRIL, 1946

PARTICIPATIONS THAT PRODUCE PARTICIPATIONS THAT PULL . . . . . .

For the sponsor, who is eyeing the ever-expanding rich northern California market, Les Malloy and his Twelve-Sixty Club offer a proven, sound vehicle for participations. The favorite of afternoon listeners, Les Malloy year after year continues to give advertisers the results they seek in this area.

LES MALLOY
3:10-5 P.M.
MONDAY THRU FRIDAY

For participations in Les Malloy's Twelve-Sixty Club, consult ADAM J. YOUNG Jr. Inc., National Representative, New York and Chicago.

KYA
SAN FRANCISCO

wjhp

JACKSONVILLE, FLA.

INCREASES POWER TO

5000 WATTS

THIS MONTH!

THIS MEANS

GREATER

LEADERSHIP

in a leading market . . .

GREATER

SHOWMANSHIP

. . . genuine radio know-how

GREATER

AUTHORITY

based on public acceptance

All this — in Florida's greatest year-around market

wjhp

JACKSONVILLE, FLA.

A John H. Perry Station

John H. Perry Associates

New York Chicago

Atlanta Hollywood

COMMERCIAL

CECIL SEAVEY, announcer of KOA Denver since 1944, resigns to become sales and promotion manager of new outlet authorized for Colorado Springs, Colo., owned by Pikes Peak Broadcasting Co. and to operate on 1240 kc with 250 w. New outlet is equally owned by **JOSEPH K. ROHRER**, former KOA engineer, and **EDYTHE G. SWEENEY**, KOA traffic and program department staff member.

HENRY Z. UNGAR, for two months radio sales counsel for new stations in New England area and for 5½ years with WKBN Youngstown, Ohio, has been named sales manager of WPIK Alexandria, Va., effective Dec. 10. He one time had been with WSPD Toledo and president of the Toledo Advertising Club. Mr. Ungar has been in radio, advertising, merchandising and promotion for more than 25 years.

FLO WINEWRITER, formerly with KDYL Salt Lake City, has been named traffic manager of KUTA that city, succeeding **SHIRLEY HENDERSON**, who resigned to be married to John DeBouzek.

WLIB New York has appointed Adam J. Young Jr. Inc., New York, as national representative.

MARTIN J. McGEEHAN, partner in the Chicago office of The Walker Co., is the father of a boy, Patrick Dennis.

E. P. H. (JIMMY) JAMES, MBS manager of sales operations, Nov. 21 became the father of a boy, Christopher Charles.

BERNARD SHAW, who formerly headed his own advertising agency in Paterson, N. J., has joined the sales staff of WIND Chicago as special program salesman and account executive.

WHYN Holyoke, Mass., has appointed The Walker Co., New York, as national sales representative.

RUSS SHAFFER, account executive of KGO San Francisco, is the father of a girl.

JAMES GOODING has been added to sales department of KRES St. Joseph, Mo.

KUJ, KWWB Tower Lights Shot Out; Youths Jailed

THIRTY-DAY JAIL sentences were imposed on three young men over 21 who confessed they had shot out airway beacon lights atop the 200-ft. towers of KUJ and KWWB, both in Walla Walla, Wash., as a Hallowe'en night prank. A fourth youth, under 21, received a stern warning from Judge T. A. Paul, Walla Walla County Superior Court.

The young men were arrested by Sheriff Archie Shick of Walla Walla County after the two radio stations had posted a combined reward totalling $500 for information leading to arrest and conviction. Since none of the four arrested had previous records of misbehavior Judge Paul remitted all but five days of the 30-day sentences.

KUJ and KWWB installed temporary hazard lights atop their towers until the normal beacon light service was restored about Nov. 15.

Opportunity for GI's

RADIO and appliance store business offers an opportunity for ex-service men, according to an article by Irene Carey, Business Structure Division, Office of Business Economics, writing in the November issue of *Domestic Commerce*, published by the Dept. of Commerce. The article points to danger that the number of such stores may increase too rapidly, with increased chance of failure.

KPAC

MBS

BMB

ALLIED ARTS

ROBERT S. CONLAN & Assoc., Kansas City (radio audience surveys), has been reorganized, obtaining additional financing for expanded service. Kansas City bank executive expected to join firm in active, fulltime capacity.

WALLACE RUGGLES, Army dischargee and former KPO San Francisco producer, has been appointed Veterans Administration radio director, Los Angeles.

MAJ. FRANKLIN C. SALISBURY, just returned from Rio de Janeiro, Brazil, where he was director of Legal Division, Office of the Field Commissioner for Latin America, has become associated with **ANDREW W. BENNETT**, Washington, to engage in the practise of law before the FCC. The Office of the Field Commissioner was responsible for the disposition of U. S. surplus properties in Latin America.

Maj. Salisbury

Major Salisbury during the war was in the legal division of Office of Chief of Ordinance. One time he had been administrative assistant to **THAD BROWN**, former Republican commissioner of FCC, and subsequently was attorney in the Commission's legal division, serving under **WILLIAM DEMPSEY**, then general counsel (1936-39).

RCA has added a complete line of industrial power equipment including gasoline and diesel engines, power units and electric generator plants to its list of manufactured products for sale outside the U. S. Addition of new line was arranged by the RCA International Division through an agreement with two U. S. manufacturers of power equipment, the Hercules Motor Corp., Canton, Ohio, and the U. S. Motors Corp., Oshkosh, Wis.

DAVID W DOLE, timebuyer and associate radio director, Henri, Hurst & McDonald, Chicago, is to join C. E. Hooper Inc. after Dec. 1.

DR. W. P. PERCIVAL, director of Protestant education for the province of Quebec, has been appointed chairman of the National Advisory Council on School Broadcasting for Canada. He succeeds **DR. R. C. WALLACE**, principal of Queen's Kingston, Ont.

ARTHUR MILLER, head of New York public relations firm bearing his name is in Hollywood until Dec. 4.

MORRIS JANSKY, attorney for Washington radio law firm of Loucks & Sharfield, is the father of a boy born Nov. 21.

KMPC-FM Tests

KMPC Hollywood has begun engineering tests from FM transmitter site atop San Gabriel peak under direction of Loyd Sigmon, chief engineer.

JACKSON LEIGHTER

Announces the appointment of

•

Adam J. Young Jr.
INCORPORATED

AS SALES REPRESENTATIVES OF

wLIB*

IN NEW YORK CITY
AND NATIONALLY

Effective Dec. 1, 1946

*New York City's fastest growing independent station

• NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO •

Nov. 22 Decisions . . .

BY COMMISSION EN BANC

AM—1240 kc

Oscar C. Hirsch, Flat River, Mo.—Granted CP for a new station to operate on 1240 kc, 250 w, unlimited time; engineering conditions.

AM—1450 kc

The Donze Co., Ste. Genevieve, Mo.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time; engineering conditions.

Assignment of License

KFIZ Fond du Lac, Wis.—Granted consent to voluntary assignment of license of station KFIZ from the Reporter Printing Co. to KFIZ Bcstg. Co., for a consideration of $3,535, to a newly formed corporation owned by the same stockholders.

Assignment of License

WDSM Superior, Wis.—Granted consent to assignment of license of station WDSM from WDSM Inc. to Ridson Inc. No monetary considerations.

Transfer of Control

WDBC Escanaba, Mich.—Designated for hearing application for consent to transfer control of Delta Bcstg. Co., licensee of WDBC, from Gordon H. Brozek, Frank J. Russell and Leo G. Brott, to Frank J. Lindenthal, John P. Norton and William J. Duchaine, for a consideration of $39,999.

ACTIONS OF THE FCC

NOVEMBER 22 to NOVEMBER 28

AM—1590 kc

Lou Poller, Chester, Pa.—Designated for hearing application for a new station to operate in 1590 kc, 1 kw, daytime only.

AM—1230 kc

Kelly Bell, Nacogdoches, Tex.—Granted CP for a new station to operate on 1230 kc, 250 w, unlimited time; engineering conditions.

AM—860 kc

Wilbur Courtland Fouts, Nacogdoches, Tex.—Granted CP for a new station to operate on 860 kc, 500 w, daytime only; engineering conditions, re interference.

AM—1590 kc

United Bcstg. Co. Inc., Silver Spring, Md.—Granted CP for a new station to operate on 1590 kc, 1 kw, daytime only; engineering conditions.

AM—740 kc

Carteret Bcstg. Co., Morehead City, N. C.—Granted CP for a new station to operate on 740 kc, 1 kw, daytime only; engineering conditions.

AM—1510 kc

Marin Bcstg. Co. Inc., San Rafael, Calif.—Granted CP for a new station to operate on 1510 kc, 1 kw, daytime only, subject to the interference which may be received from the operation proposed in the application of San Jose Bcstg. Co. if granted, and subject to approval of transmitter site and antenna system by the CAA, and waiver of Sec. 3.55(b) and 3.60.

AM—1390 kc

Arlington-Fairfax Bcstg. Co., Arlington, Va.—Granted CP for a new station to operate on 1390 kc, 1 kw, daytime only; engineering conditions.

AM—580 kc

KSAC Manhattan, Kan.—Granted CP to increase daytime power from 1 to 5 kw, install new transmitter and vertical antenna and change transmitter location, operating on 580 kc, 500 w night, S-WIBW.

AM—1190 kc

Suburban Bcstg. Co., Framingham, Mass.—Granted petition requesting removal of its application from the hearing docket and grant of same. Adopted an order removing application from the hearing docket and granting same for a new station to operate on 1190 kc, 1 kw, daytime only, on condition that applicant within 60 days file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

Petitions

Tri-State Bcstg. Co., Cumberland, Md.—Dismissed as moot petition for reconsideration of grant and designation of application for hearing, directed against the Commission's action of Oct. 10 granting without hearing application of Century Bcstg. Corp., Johnstown, Pa.

KVNU Logan, Utah—Dismissed as moot petition for rehearing, to vacate decision, grant hearing, etc., directed against the Commission's action of Aug. 7, granting application of KGGM Albuquerque, N. M.

Runnels County Bcstg. Co., Ballinger, Tex.—Adopted a decision and order on petition for reconsideration, denying petition insofar as it requests reconsideration, setting aside the grant to David W. Ratliff, and designating that application for hearing; granted petition insofar as it requests, in the alternative, that license issued to the Stamford, Tex., applicant be modified by expressly subjecting the operation of said applicant to such interference as it may receive from the operation of a station in Ballinger, Tex., such as proposed by petitioner's application, and the Commission's action of Aug. 29 granting without hearing the application of David W. Ratliff, Stamford, Tex., was modified, so as to make said grant expressly subject to the condition that permittee accept whatever interference may be caused to the proposed Stamford station by a grant of the application of Runnels County Bcstg. Co., Ballinger, Tex.

AM—1290 kc

Texema Bcstg. Co. Wichita Falls, Tex.—Designated for hearing application for a new station to operate on 1290 kc, 1 kw, DA-N, unlimited time.

AM—1380 kc

WATL Atlanta, Ga.—Designated for hearing application for CP to change present facilities from 1400 kc, 250 w unlimited time, to 1380 kc, 5 kw, unlimited time, DA at night, install a new transmitter and change transmitter location.

AM—1380 kc

Northeastern Indiana Bcstg. Co. Inc., Fort Wayne, Ind.—Designated for hearing application for a new station to operate on 1380 kc, 5 kw, unlimited time DA day and night.

AM—1450 kc

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Designated for consolidated hearing the application of San Fernando Valley Bcstg. Co., with application of Ken Henryson, Edw. J. Murset and Victor S. Layng, a partnership d/b as Calif. Bcstg. Co., both requesting 1450 kc, 250 w, unlimited time.

AM—1570 kc

Champion City Bcstg. Co., Springfield, Ohio; The Miami County Bcstg. Co. Inc., Piqua, Ohio—Designated for hearing in a consolidated proceeding the application of Champion City for a new station to operate on 1570 kc, 1 kw, daytime only, with application of Miami County Bcstg. Co. Inc., requesting 1570 kc, 250 w, daytime only.

(Continued on page 54)

Get your FM transmitter on the air NOW!

New Type "1200" Andrew Folded Quadrupole FM Antennas Immediately Available

The revenue you'll lose waiting six months or more for a permanent FM antenna can never be made up. The delay may jeopardize your license.

This Andrew "1200" Folded Quadrupole is an emergency rig, ideal for stand-by use after your permanent antenna installation is made . . . and it's available now . . . enabling you to go on the air almost immediately.

The "1200" is a small, light folded dipole turnstile. It weighs less than fifteen pounds making it easy to install on any existing support. Its exposed surface, to wind from any direction, is less than a square foot.

Two FM installations now are using these radiators with FCC approval. Each antenna is factory tuned to the center of your specified channel, and an individually measured radiation pattern is supplied.

The type"1200"FM antenna is priced at only $200.00 f.o.b. factory. For further information write for bulletin No. 46 — or wire your order now for shipment within seven days. RG20/U, available at $1.25 per foot, or the permanent line will feed the antenna.

PROMPT FACTORY INSTALLATION SERVICE AVAILABLE

Andrew installation experts are available to handle all types of equipment, antenna, transmission line transmitter, studio equipment, or a complete turnkey job. Full information will be supplied on request.

ANDREW

ANDREW CO. 363 E. 75th ST. • CHICAGO 19, ILL.

Pioneer Specialists in the Manufacture of A Complete Line of Antenna Equipment

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P. O. BOX 1324 • MEXICO, D. F.

BASIC WITH BUYERS

"Complete, comprehensive and indispensable to the agency executive."

TOM HARRINGTON
Vice President and Radio Director
Ted Bates, New York

"Our people find the BROADCASTING YEARBOOK *an almost indispensable collection of radio data."*

FAIRFAX CONE
Chairman Executive Committee
Foote, Cone & Belding, Chicago

*"*BROADCASTING'S YEARBOOK *is comprehensive, complete and factual. It's really the bible of the industry."*

TOM McDERMOTT
Radio Business Manager
N. W. Ayer, New York

"I regard BROADCASTING'S YEARBOOK *as a most important reference source. All of us have a copy."*

CARLOS FRANCO
Associate Radio Director
Young & Rubicam, New York

"It's a wonder to me how you gather so much useful radio material in your YEARBOOK. *I use it throughout the year."*

FRANK SILVERNAIL
Chief Time Buyer
BBD&O, New York

"The BROADCASTING YEARBOOK *contains the necessary and reliable source material for the advertising executive."*

C. H. COTTINGTON
Radio Director
Erwin, Wasey & Co., New York

ADVERTISING DEADLINE DECEMBER 15th

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

AGENCIES

R. E. (Joe) MESSER, general manager and director of radio for Glasser-Gailey & Co., Los Angeles, has resigned to establish Rem Productions, program firm and general advertising agency, with offices at 6362 Hollywood Blvd. Telephone is Granite 9762.

STEVENS-HALL Adv., new Hollywood agency, has opened offices at 1605 Cahuenga Blvd. Telephone is Gladstone 8645. Firm is headed by **STUART STEVENS,** former partner of Stevens, Lander & Young, Los Angeles, and **GAIL HALL,** former president of Gail Hall Adv., Hollywood. Agency accounts include: Edward Hyman Co., Los Angeles (uniforms, work clothes); Kirk & Weideman, Los Angeles (sportswear); Mam'zelle Brassiere Co., Los Angeles; Newcomb Audio Products Co., Hollywood (sound equipment); Maas Organ Co. (chimes for churches, etc.); Sandley Merchandise Co., Los Angeles (leather goods, gifts).

SIDNEY W. KAHN, formerly on advertising staff of Beverly Hills (Calif.) Bulletin, has joined Bass-Luckoff of Hollywood as production manager.

ELISE WISHAR, formerly in the advertising department of MacMillan Pub. Co., New York, has joined Green-Brodie Adv., New York, as assistant account executive.

W. B. (Doc) GEISSINGER, BBDO vice president in charge of West Coast operations with headquarters in Los Angeles, has resigned to enter the consulting field. **A. W. NEALLY,** former Standard Oil Co. account executive in agency's San Francisco office, has been named as Los Angeles manager. **C. H. FERGUSON,** BBDO vice president and agency San Francisco manager, assumes title of West Coast manager.

PAUL SMITH, formerly with Industria Electrica de Mexico, and prior to that a captain in the 2d Engineer Special Brigade in the Pacific, has joined the creative staff of Fuller & Smith & Ross New York.

C. M. ROBERTSON Jr., president of Ralph H. Jones Co., Cincinnati, has been elected to the board of directors of the Provident Savings Bank and Trust Co. of Cincinnati. Mr. Robertson is also director of the Cincinnati Chamber of Commerce and the YMCA.

RYDER & INGRAM, Oakland, Calif., has been elected to membership in the American Association of Advertising Agencies.

MAJOR EVERETT E. DOTEN, recently discharged from the Army as major, has joined Ingalls-Miniter Co., Boston, as account executive. Prior to his entry into service he was with agencies dealing in advertising, merchandising and sales promotion.

MRS. FRANCES WALKER, formerly with Buchanan & Co., New York, has joined the Julius J. Rowen Co., New York, as vice president in charge of foods, equipment and allied fields.

JAMES KNOX, account executive of Ruthrauff & Ryan, Toronto, and formerly with H. N. Stovin & Co., Toronto, station representative firm, has left radio to join MacLean's Magazine, Toronto, as space salesman.

NEVILLE YORK, recently out of the RCAF and formerly of CJCJ Calgary, Alta., has joined the Calgary office of Stewart-Lovick, Vancouver agency.

S. A. RUTLAND, recently out of the RCAF and a former public relations director of CFRB Toronto, has formed an agency, S. A. Rutland & Co., at 24 King St. West, Toronto.

BILL WELSH, general manager of Allied Adv. Agencies, Los Angeles, discussed "Postwar Football" at Bakersfield (Calif.) Civitan Club on Dec. 3.

TOM LEWIS, vice president in charge of radio for Young & Rubicam and headquartered in Hollywood, is in New York for week's conferences with agency executives.

MILT HOFFMAN, in Hollywood radio for 10 years, has joined sales department of Allied Adv. Agencies Los Angeles office.

JOHN WHITEHEAD, Los Angeles manager of Potts-Turnbull office, has resigned to join Fritzen Adv.

JEAN COOPER, in media department of Frank Oxarart Co., Los Angeles, was married to Stewart Hanson on Nov. 23.

MARJORIE ESTERBROOK, office manager of Stodel Adv., Los Angeles, resigned to marry Marine Corps Lt. Jefferson Norman in that city on Nov. 20.

HAL R. MAKELIM, president of Makelim Assoc., Chicago, arrives in Hollywood Dec. 2 for month's conferences with firm's West Coast executives.

DEVEREAUX WIGHT PINKUS, formerly with the Kenyon Research Corp., New York, and prior to that with Newell-Emmett, New York, has joined the copy department of Ellington & Co., New York.

EDWARD J. CORBETT Jr., former copywriter at Maxon Inc., Detroit, has joined Geyer, Cornell & Newell, Detroit, as copy chief.

DANIEL E. BROWN, Adv., formerly at 228 Varick St., New York, has moved to 142 W. 32d St.

DOUGLAS M. SAUNDERS and **ALEXANDER MITCHELL-INNES,** with J. Walter Thompson London office, are visiting agency's New York office on a short business trip.

CONSTANCE BOLAND, formerly with Lennen & Mitchell, New York, has joined Morse International, New York, as group copy chief of cosmetics division.

JOHN LA FARGE has joined the copy staff of Buchanan & Co., New York.

ED W. MacFARLAND, formerly with Campbell-Ewald Co. in Detroit and Chicago, has joined Lindstrom, Leach & Co., New York, as production manager.

SIDNEY W. KAHN, formerly with the Beverly Hills Bulletin, has joined Bass-Luckoff, Hollywood.

NANCY MOORE, story editor of Kenyon & Eckhardt office in New York, is looking for script writers for ABC "Hollywood Story" sponsored by Kellogg Co.

JAMES H. TURNER, former account executive and vice president of Mitchell-Faust Adv., Chicago, has resigned to join Ruthrauff & Ryan, that city.

ALFRED G. FREEMAN, former advertising director of Maico Co., New York, has been named account executive of Melamed-Hobbs, that city. He is Navy veteran.

CLEVELAND'S *Chief* STATION
HAS GREAT FOLLOWING!

Listeners have long cast their vote for Cleveland's CHIEF Station . . . advertisers have found long profits result. For a landslide of sales in the rich Cleveland market—the nation's fifth greatest—elect WJW to carry your advertising message to a ready, responsive audience.

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Everyone likes music
KSFO
SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

PUBLIC TO BUY LARGE SETS TOO, POLL SHOWS

RESULTS of a nation-wide survey of recent buyers of table model radios were released last week by Samuel J. Novick, chairman of the board of Electronic Corp. of America.

The returns from a poll of 3000 small-set buyers indicate that these purchases are not considered by consumers as "their ultimate radio buy." The findings, Mr. Novick said, "presage a growth in radio set business in terms of the larger, more expensive and complex sets which will be the basic units in the nation's homes."

Slightly more than 60% of the consumers approached said that they did not consider their recent table model radio purchase their final radio "buy" for the next two years. FM, according to Mr. Novick's study of the survey, has wide popular support, with 32% saying they would like to have it when they buy their large living room set.

WSOY-FM Decatur, Ill., Begins 18-Hour Schedule

WSOY-FM Decatur, Ill., launched an 18-hour daily schedule of broadcasting on an interim basis Nov. 25, using a 250 w RCA transmitter, the station management announces. WSOY-FM is duplicating about half of the WSOY programs and is originating about half separately on FM only.

The FM outlet will broadcast University of Illinois and Decatur High School basketball games this season, as has been done on WSOY for nine years, it is announced. Play-by-play accounts will be presented on WSOY-FM, and at the same time recordings will be made for re-broadcast later in the evening on WSOY. Because of conflicts with high school games, some of the Illinois games will be aired solely on WSOY-FM.

Construction is now in progress on the station's new studio-transmitter-office building in 12-acre Radio Park north of Decatur, and the station hopes to occupy its new home by next spring.

Hollywood, Fla., Outlet WINZ Names Its Staff

STAFF of the new WINZ Hollywood, Fla., has been announced by Jonas Weiland, president of Hollywood Broadcasting Corp., licensee. Station went on the air Oct. 15 as WFVL and a fortnight ago was authorized by the FCC to change call letters to WINZ.

Sales department includes Monty MacFadyen, Fred Lockwood and Charles Dameron. John Newman and David Isenberg are in the engineering department.

Program directors are Stan Vainrib for Miami Beach, Tony Chastain for Miami and Joe Kearns for Hollywood. Bob Bingham has been named sports director and George T. Carey publicity director.

WINZ maintains studios in the Great Southern Hotel, Hollywood; Cadillac Hotel, Miami Beach; Alcazar Hotel, Miami. Assignment is 1 kw daytime on 940 kc.

News

FRANK SIMS is new addition to the news announcing staff of KVOO Tulsa, Okla.

BILL CARPENTER, sports director at WSNY Schenectady, has been elected vice president of the newly-formed New York State Professional Basketball League Writers Assn. Mr. Carpenter handles play-by-play description of Schenectady league games and scholastic and exhibition pro games in that area. He also covers Schenectady's Canadian-American League baseball games and football games of high schools.

ELAINE HAUSTAD, formerly with the State Post, Deer Lodge, Mont., has been added to news staff of KGVO Missoula, Mont.

DICK McCUTCHEN, formerly with WMFF Plattsburgh, N. Y., and WNAB Bridgeport, Conn., has joined United Press, New York, as radio re-write man.

STAN MONCRIEFF, chief news editor of CKNW New Westminister, B. C., is the father of a girl, Cheryl Roberta.

FRANK WISIARDE has been appointed special events director of KRES St. Joseph, Mo.

SAM ZELMAN, recently separated from AAF and former Los Angeles newspaperman, has joined ABC Hollywood newsroom.

JAMES TAYLOR has joined the WHBF Rock Island, Ill., news staff as reporter after being discharged from the Army. He was formerly with the Springfield (Mass.) Daily News.

JAMES M. DOYLE, a WOR New York news editor, is the father of a boy, Patrick James.

FRANCES J. KENNEDY, news editor of WHBF Rock Island, Ill., is the father of a boy, John Patrick.

CHGB Ste. Anne de la Pocatiere and CKVL Verdun, Que., have added Press News Ltd. to news services.

RON COOK, sports announcer of CKOC Hamilton, Ont., is the father of a girl.

BOB (Deacon) DOUBLEDAY, agricultural director of WFBL Syracuse, N. Y., following attendance at Eastern States Mink Show at Utica, Nov. 24 addressed meeting of Central New York Dairy Goat Society.

JOHN BAKER, editor-in-chief of the National County Agents News Syndicate, Philadelphia, has resigned.

MILT TRANSCHEL, member of the CBS Hollywood news bureau, is the father of a girl.

CKBI Prince Albert, Sask., has changed its corporate name from Central Broadcasting System Ltd., to Central Broadcasting Co. Ltd.

"GATEWAY TO THE RICH TENNESSEE VALLEY"

50,000 WATTS

CBS

WLAC NASHVILLE

REPRESENTED BY PAUL H. RAYMER CO.

A Valuable Supplement to your radial ground system

TRUSCON COPPER MESH GROUND SCREEN

Ask your engineer or consultant regarding the value of a close mesh pure copper ground screen in the high intensity field immediately adjacent to the base of an antenna tower.

There is only one answer: A Truscon Copper Mesh installation is permanent and does not require frequent replacement.

This screen is fabricated by slitting and expanding solid sheets of pure copper into mesh sheets approximately 8' 0" wide by 24' 0" long. The usual arrangement at the base of a radio tower consists of twelve sheets with edges connected by means of brazing to form a screen 48' 0" square.

Truscon Copper Mesh Ground Screen is available from stock. Obtain prices from our nearest sales office or write our home office at Youngstown, Ohio.

Truscon Radio Towers, too, are now available.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

FCC Actions

(*Continued from page 50*)

AM—1520 kc

San Gabriel Valley Bcstg. Co., Monravia, Calif.—Designated for hearing application of San Gabriel Valley Bcstg. Co. for a new station to operate on 1520 kc, 1 kw, daytime only, in a consolidated proceeding with applications of Huntington Bcstg. Co., Hollywood Community Radio Group and Coast Radio Bcstg. Corp., and ordered that the Commission orders designating for hearing the several applications involved, be amended to include the San Gabriel application.

AM—760 kc

Publix Bcstg. Service of Charlotte Inc., Charlotte, N. C.; Capitol Bcstg. Co. Inc. Charlotte, N. C.—Designated for hearing application of Publix Bcstg. Service in a consolidated proceeding with application of Capitol Bcstg. Co. Inc., both requesting the frequency 760 kc, 1 kw, daytime only.

AM—1400 kc

Wired Music Inc., Rockford, Ill.—Designated for hearing application for a new station to operate on 1400 kc, 250 w, unlimited time.

AM—1400 kc

Seaside Bcstg. Co., Atlantic City, N. J.—Designated for hearing application of Seaside Bcstg. Co. in a consolidated proceeding with application of Atlantic City Bcstg. Corp., both requesting a new station to operate on 1400 kc, 250 w, unlimited time.

AM—1230, 1490 kc

John E. Fitzgibbon, Roy Jarman and Temple V. Ehmson a partnership, Oregon City, Ore.; B. Loring Schmidt, Salem, Ore.—Adopted an order granting application of John E. Fitzgibbon, et al, for a new station at Oregon City to operate on 1230 kc, 250 w, unlimited time; engineering conditions; and further ordered application of B. Loring Schmidt granted, for a new station at Salem, Ore., to operate on 1490 kc, 250 w, unlimited time; engineering conditions.

Assignment of License

KAND Corsicana, Tex.—Adopted an order granting petition for leave to amend reconsideration and grant of application as amended, for voluntary assignment of license of station KAND from the Navarro Bcstg. Assn. to Alto Inc.

AM—1450 kc

New Mexico Bcstg. Co. Inc., Clovis, N. M.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time; engineering conditions, and conditions re interference from Texas stations.

AM—1450 kc

South Plains Bcstg. Co., Lubbock, Tex.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time; engineering conditions.

AM—720 kc

Radio Virginia Inc., Richmond, Va.—Granted CP for a new station to operate on 720 kc, 1 kw, daytime only; engineering conditions.

AM—900 kc

WKAX Courier Broadcast Service Inc., Birmingham, Ala.—Granted request for permission to engage in commercial broadcasting. (CP for this station was granted Feb. 6 46, as a non-commercial broadcast station, to operate on 900 kc, with 1 kw, daytime only).

Renewals

KGDE Fergus Falls, Minn.—Granted renewal of license for the period ending Feb. 1, 1949.

WHTB Talledaga, Ala.—Same.

WGRM Greenwood, Miss.—Granted renewal of license for the period ending Aug. 1, 1949.

WTAX Springfield, Ill.—Same.

WINN Louisville, Ky.—Granted renewal of license for the period ending Aug. 1, 1948.

WHB Aux., Kansas City, Mo.—Granted renewal of license for the period ending Nov. 1, 1949.

WKRC Cincinnati, Ohio—Granted renewal of license for the period ending May 1, 1949 (Comr. Durr for further inquiry).

ACTION ON MOTIONS BY COMMISSIONER HYDE

Crescent Bcstg. Corp., Shenandoah, Pa.—Granted petition for leave to amend its application so as to show a new transmitter site, etc.; the amendment was accepted and the proceeding reopened and application designated for further hearing for the purpose of receiving into evidence testimony concerning a change in transmitter site. The Commission, on its own motion, ordered further hearing upon issues concerning stability and operation of the proposed antenna system, etc., and scheduled such further hearing for Dec. 18, 1946.

KFDM Beaumont, Tex.—Granted petition for continuance of hearing presently scheduled for Dec. 4 on its application, and continued same to Jan. 6, 1947.

Waterloo Bcstg. Co., Waterloo, Iowa.—Granted petition for leave to amend its application so as to specify 1090 kc with 1 kw, daytime only, instead of 730 kc with 500 w, daytime only. The amendment was accepted and application removed from the hearing docket.

Ft. Sumter Bcstg. Co., Charleston, S. C.—Granted petition for leave to amend its application so as to show deletion of three minor stockholders from the corporation, and the amendment was accepted.

Bullard, Metcalf & Goodlette, a partnership Hazard, Ky.—Granted petition for leave to amend its application so as to show a new transmitter site, and the amendment was accepted.

WIBW Topeka, Kan.—Granted petition requesting leave to intervene in the hearing on application of Chippewa Valley Radio and Tele. Corp., Eau Clair, Wis.

Elias I. Godofsky, Brooklyn, N. Y.—Granted petition requesting leave to amend application so as to specify frequency 1100 kc instead of 1090 kc, etc. The amendment was accepted and application removed from the hearing docket.

Radio Television Corp., Medford, Ore.—Granted petition for leave to amend its application so as to specify a three-element DA at night instead of a two-element antenna. The amendment was accepted and application removed from the hearing docket.

49'er Bcstg. Co., Grass Valley, Calif.—Granted petition for waiver of rules and accepted written appearance of petition in re application.

Scotland Bcstg. Co., Laurinburg, N. C.—Same.

WCHS Clarksburg, W. Va.—Granted joint petition by Charleston Bcstg. Co. (transferor) and News Publishing Co. (transferee), for continuance of hearing on application for transfer of control of WPAR and assignment of license of WBLK, scheduled for Nov. 25, and continued hearing without date until further order of the Commission.

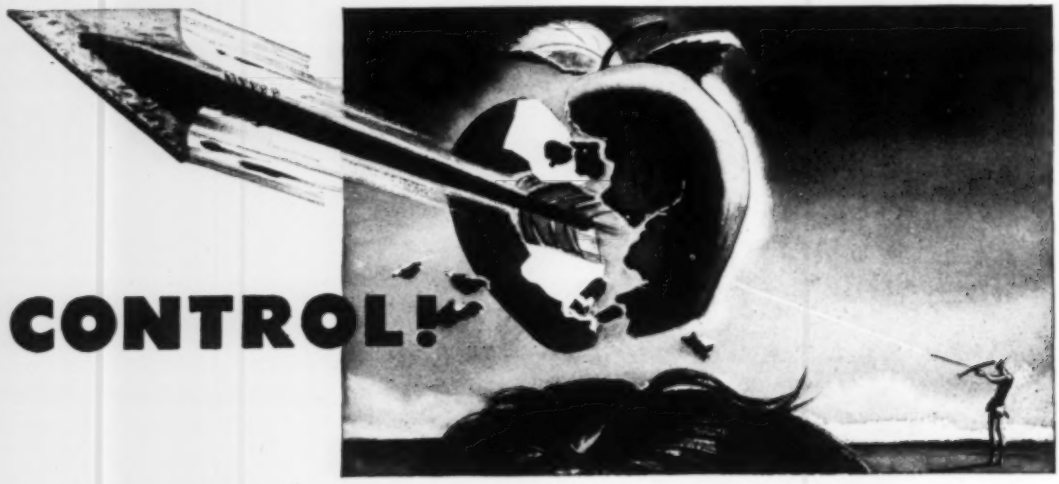
Peninsular Bcstg. Corp., Coral Gables, Fla.—Granted petition for leave to amend its application so as to specify frequency 1070 kc, with 1 kw, daytime hours, instead of 1450 kc, 250 w, unlimited time. The amendment was accepted and application removed from the hearing docket.

Southeastern Bcstg. Co. Inc., Somerset, Ky.; Somerset Bcstg. Co., Somerset Ky.—Granted joint petition requesting continuance of consolidated hearing scheduled for Nov. 22, and the hearing was continued to Dec. 23 at Somerset, Ky.

Don Lee Bcstg. System, San Diego, Calif.—Granted petition for continuance of hearing on applications presently scheduled for Dec. 2, at Los Angeles, before Comr. Hyde, and continued said hearing to Jan. 14, 1947, at Los Angeles.

Rochester Bcstg. Corp.; Veterans Bcstg. Co. Inc., Rochester, N. Y.—The Commission, on its own motion, ordered

(*Continued on page 58*)



Only MOTION PICTURES give you Control
—Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals — telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive Telereel Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

TELEVISION RKO CORPORATION

In Television . . .
Film removes the question mark!

RKO TELEVISION CORPORATION

Dept. BG-12, 1270 Avenue of The Americas, N.Y. 20, N.Y.
A Radio-Keith-Orpheum Corporation Subsidiary
*Copyright U. S. Pat. Off.

5000 WATTS
590 KC
NBC
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

personality parade

for all of Peoriarea!

In many outlying communities of Peoriarea, the only professional entertainment available comes via the radio and the movies. To a natural desire for live shows, WMBD's "Personality Parade" with 20 top WMBD stars is a welcome event.

This regular Tuesday night feature is available for sponsorship by local community groups . . . a complete 1½ hour show, with the last half hour broadcast direct from the community.

The first eight performances of Personality Parade attracted 30,000 people. Return performances are already being requested. This enthusiastic acceptance is a tribute to WMBD's success in local programming . . . and another big reason why WMBD is *FIRST* in Peoriarea.

(Foreground) Musical Director Ozzie Osborne, 325 pound Wayne West, M. C. Milton Budd. Dude Cowboys in background.

5000 WATTS CBS AFFILIATE

WMBD
PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

you can't charge grandstand prices for a knothole view

Plush chairs and pink carpets won't help. Even if you talk the show up from the sidelines, you can't superdooperize a performance if your reproducing equipment makes hash of brilliant dialogue or whips up a fog over clean high tones.

That's the reason engineers and station managers are going Altec Lansing all the way – on speakers and amplifiers for monitoring equipment. High fidelity speakers of motion picture studio calibre – and amplifiers of matching quality – will play back your transcriptions with living presence.

Discuss the advantages of Altec Lansing equipment with your own engineers.

GO ALTEC LANSING ALL THE WAY

SPEAKERS AND AMPLIFIERS FOR MONITORING EQUIPMENT

Leading broadcasting stations and recording studios are rapidly adopting Altec Lansing monitoring equipment. They recognize the necessity for monitoring their broadcasts and transcriptions with the same quality speakers and amplifiers that are going into an increasing number of fine home phono-combinations. See your dealer or write for details.

ALTEC
LANSING CORPORATION
1161 N. Vine St., Hollywood 38, Calif.
250 W. 57th St., N.Y. 17, N.Y.

—KEEP ADVANCING WITH ALTEC LANSING

SPONSORS

A. N. **HALVERSTADT** has been appointed head of the radio and media division of the advertising department of Procter & Gamble Co., Cincinnati. New head of the advertising department is **HOWARD J. MORGENS. W. ROWELL CHASE** has been named manager of the brand development division of the advertising department.

AMERICAN HOME FOODS, New York, has announced new lineup of responsibilities for advertising with product assignments eliminated. **EDWARD F. SCHMIDT** has been named assistant advertising manager to assist in administration, planning, media selection and budget control. **HOWARD S. COOK** becomes responsible for sales promotion, production and purchases of printed materials. **J. S. FULLERTON** will work on copy, merchandising and media selection.

GRUEN WATCH Co., Cincinnati, has purchased half of all available time check spots on WPEN Philadelphia, to total 3,000 within next year. Agency is McCann-Erickson, New York.

RICH Labs., Lebanon, Pa., has appointed Raymond E. Nelson Inc., New York, to direct company's advertising and promotion. Richer Capsules for stomach distress are the laboratory's product. Radio will be used. Harrisburg, Pa., has been selected as test market with expansion to other markets planned for spring of 1948.

E. J. GALLO WINES Inc., Modesto, Calif. (wine), Nov. 15 started using between 350 and 400 transcribed announcements weekly on 40 stations featuring theme of "Celebrate With Gallo." Contracts are for 52 weeks. Stations include: WHKK KGHL WICC WKBW WGAR WHK WJW WCOL KIEM WONS WJOL KENO WLOK KECA KFWB KLAC KMPC KTRB WELI WEMP WSMB WEEK WEAN WSAY KROY KDYL KFRC KGO KQW KLOK KTMS KTBS WHOT KGDM KWG WAGE WSYR WSPD WTOL. Agency is John Freiburg & Co., Los Angeles.

CHARLES J. DURBAN, assistant advertising director of U. S. Rubber Co., addressed a joint session of **RAYMOND E. NELSON'S** television classes at City College of New York last week. Mr. Durban deplored the scarcity of commercial writers in television today but predicted a brilliant future for writers who will concentrate on the medium. He illustrated his discussion on television advertising with slides and films of U. S. Rubber's current weekly shows on WABD and WNBT New York.

CLUB ALUMINUM PRODUCTS Co., Chicago, sponsor of "Club Time" ABC Mon. 9:45-10 a.m. (CST), has extended its contract to 52 weeks after originally signing a 13-week contract covering the show. Extended contract became effective Oct. 14 and was signed through Trade Development Corp., Chicago.

GORDON BREAD Co., Los Angeles (wholesale distributors), Jan. 1 starts heavy spot announcement campaign on 16 local area stations. Contracts are for 52 weeks. Agency is The Mayers Co., Los Angeles.

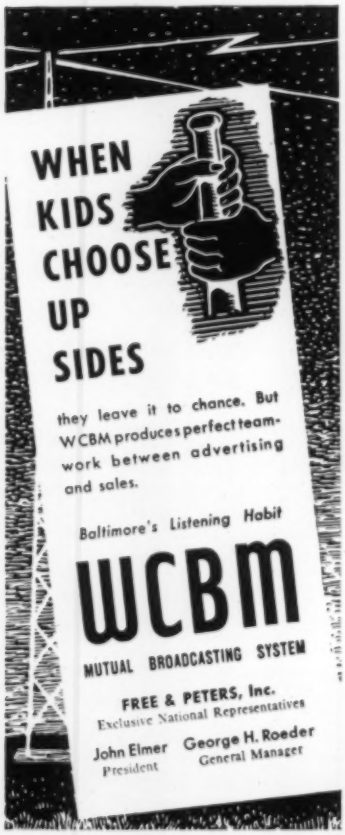
KENNETH G. SMITH, late president of The Pepsodent Co., which sponsors Bob Hope on NBC, left an estate valued at $4,867,719 according to an inheritance tax return filed in Cook County Court. Mr. Smith died Dec. 4, 1945, at age of 53.

AMELIA EARHART LUGGAGE, Newark, N. J., has appointed Al Paul Lefton Co., New York, as agency effective Jan. 1.

COLONIAL AIR LINES, New York, beginning Dec. 12 starts sponsorship of "Ski-casts" on WHN New York, Thurs. 8-8:05 p.m., featuring Frank Elkins, sk. reporter for the New York Times. Program will report on conditions on snow centers in northeastern U. S. and Canada and give information on tournaments. Agency is Platt-Forbes, New York.

J. L. HUDSON Co., Detroit (department store), has signed to sponsor "Tunes 'n Topics" juvenile variety program over WXYZ that city effective Dec. 2. Program is result of a four-month study of listening habits of the 12-18 year age group made by James Christiansen, program producer. Mr. Christiansen is radio director of Walfe-Jickling, Dow & Conkey, Detroit, agency handling account.

CONSOLIDATED Royal Chemical Corp., Chicago, is reportedly negotiating for purchase of Marrow's Inc., Chicago manufacturers of Mar-O-Oil Shampoo. Latter account used network and spot radio.



WSLI
JACKSON
MISSISSIPPI

WHAT'S NEXT?
5000 WATTS
930 K. C.

WSLI, the "Double-Return station" is expanding for complete day and night coverage of the heart of the southern market! The station to buy? WSLI!

AMERICAN BROADCASTING COMPANY

WEED & COMPANY
NATIONAL REPRESENTATIVES

BUD JACKSON, outdoors editor and chief announcer of KVOO Tulsa, Okla., has been promoted to promotion and public relations chief, replacing BILL JOHNSTON, who resigned to become personal appearance advance man for BOB HOPE. BETTY LOU BRASWELL has joined KVOO staff as assistant to Mr. Jackson. She replaces FRANCES BRENNER, who resigned to join KXYZ Houston, Tex.

IRVING HAMLIN, news staff member of KFWB Hollywood, switches to publicity-promotion head, replacing GIL SIMON who resigned to join an advertising agency.

DWAYNE L. MOORE, formerly with Maxson Food Systems, and prior to that with McCann-Erickson, New York, has joined NBC as research assistant to ROBERT W. McFADYEN, NBC rating division head. During the war Mr. Moore served with the Navy.

Video Sports Parade

WCBS-TV New York has issued a four-page promotion piece on the station's 1946-47 sports parade, listing 45 special events telecasts to be presented between Nov. 4 and March 30 under sponsorship of Ford Motor Co. Telecasts include horse show, football, hockey, basketball, poultry show, indoor track, dog show. Except for the football games, picked up at Baker Field, all events originate at Madison Square Garden. Now that New York daily newspapers are listing video programs in their radio program columns, WCBS-TV is discontinuing its weekly mailing of program schedules to some 2,500 set-owners in the area. Station has sent a questionnaire to its list, asking about receiver ownership and quality of reception for each of New York's three video stations.

RADIOS ON 85 OF 100 PENNSYLVANIA FARMS

RADIO receivers were found on 85.5% of occupied Pennsylvania farms in early 1945 by the Bureau of Census, according to ownership figures just compiled on the basis of the 1945 census of agriculture. The Bureau found 143,252 of 167,542 occupied farms were radio-equipped, with 126,633 having electricity and 69,455 having telephones. Main Pennsylvania crops were dairy and poultry products.

In Tennessee 157,983 of 225,783 occupied farms, or 69.9%, had radio sets, with 70,769 having electricity and 36,365 having telephones. Principal crops were field crops and livestock.

Radio sets were found on 133,484 of Arkansas' 191,906 occupied farms, or 69.5%, according to the Bureau, with 43,119 having electricity and 13,851 having telephones. Main crops were field crops and livestock.

Of Georgia's 214,866 occupied farms, 117,937, or 54.9%, had radios with 77,145 having electricity and 13,558 having telephones. Main farm production consisted of field crops and poultry products.

New WGNB Unit

NEW TRANSMITTER unit put into operation for WGNB, Chicago FM station, will boost effective radiated power to 75 kw on 98.9 mc. Known as an intermediate amplifier, unit will eventually be used as a driver for 10,000 w amplifier now on order.

PROMOTION

Affiliates Boosted

YANKEE NETWORK is sending out 2,500 four page mailing folders to agencies and clients announcing Yankee's new station line-up in Maine which provides four full time affiliates in top four Maine markets. Listed in booklet are WMTW Portland, WFAU Augusta, WCOU Lewiston-Auburn and WJOR Bangor. Inside spread lists outstanding Yankee-Mutual programs carried on these stations and the last page carries story of Yankee's new affiliates in Maine.

Newscast Posters

BEARING news picture highlight of the week, window poster sheets promoting MBS Commentator Fulton Lewis jr. and his local co-op sponsor, City National Bank and Trust Co., are being spotted by WHKC Columbus, Ohio, throughout metropolitan area. Bank sponsors commentator five-weekly on WHKC.

Newspaper Reprint

REPRINT of story from Des Moines Register concerning new wealth of nation's secondary markets is being mailed by W. S. Grant Co. in news letter form to agencies handling radio accounts. Reprint is prefaced by the station representative firm with suggestion that timebuyers take note of the "tremendous market."

Elgin Pheasants

IN CELEBRATION of the fifth anniversary of the unique CBS holiday programs of Elgin National Watch Co., J. Walter Thompson Co., the Elgin agency, sent pheasants to radio editors. Accompanying each bird was a folder of recipes for preparing it, plus the program lineup as a "recipe for your good listening on Thanksgiving."

RKO-Yankee Promotion

FOR THE EIGHTH time since 1943 RKO and Yankee Network have combined in a major promotion of a motion picture. The new RKO film "San Quentin," to be released in New England Dec. 5, is being built up by spot announcements in the editions of the Yankee Network news service, five minute strips and quarter hour programs for two weeks prior to the opening of the picture. New idea in the advertising are 15 minute transcribed shows presenting complete drama based on prison story and designed to create interest in movie. Lewis E. Lawes, former Sing Sing warden, who does prologue for picture, narrates radio shows.

Video Invitations

RCA VICTOR dealers of the New York and Philadelphia area were supplied simulated football tickets inviting selected receiver prospects to view the Nov. 30 Army-Navy game on the RCA Victor "Eye Witness" television sets. Tickets bore the message "Reserved seat for you, 50 yard line, Army vs. Navy football classic."

Vote League Manual

MANUAL titled "If We Want to Go on the Air" has been prepared by the League of Women Voters, Washington, to explain how to obtain air time, what to do with time that has been granted and to explain general radio technique.

Announces Field Trials

PROMOTION material announcing 1946 trials of the National Retriever Trial Club near Herrin, Ill., Dec. 6-8 has been mailed by WJPF Herrin to 37 stations in the four-state area. Details of sporting event and entrants are given.

Library Poster

FOR USE IN LIBRARIES throughout Canada, CBC Toronto has printed card with time schedules for bulletin board use, concerning its Sunday evening program "Books and Us" on Dominion network.

Photos Offered

WWL New Orleans is offering a photograph of members of its "Just Home Folks" cast to listeners.

S'HELP US THERE IS A CHICKEN BRISTLE (Ky.)!

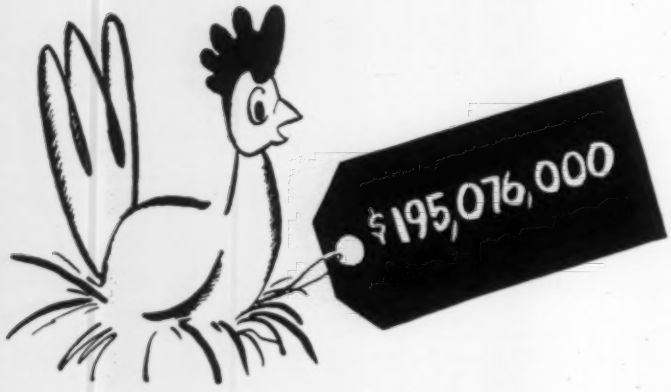
People often ask us if we "make up" the funny names of Kentucky towns that appear every week in our WAVE advertisements. The answer is "NO"! They're all real towns—including Chicken Bristle! We think the point is obvious. WAVE coverage is concentrated in (and reaches every part of) the Louisville Trading Area, which has more money and buys more goods than all the rest of Kentucky, *combined*. No other station can make that claim. Want availabilities?

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

IN CHATTANOOGA
THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN
WDOD
first in ADVERTISING LISTENER ACCEPTANCE PUBLIC SERVICE
CBS
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

THE *Fred. A. Palmer* CO.
SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO
RADIO STATION CONSULTANTS on MANAGEMENT and OPERATION
17 YEARS OF SUCCESSFUL STATION MANAGEMENT

Iowa's Chickens Not "Chicken Feed"



Iowa's Farm Wives' Pin Money Chores Become BIG BUSINESS in Iowa

In 1945 the value of Iowa's Egg and Poultry output was $195,076,000. *exceeding* the value of California's entire Citrus Fruit Crop of $180,320,000.* and the combined value of the Citrus Fruit Crops of Florida and Texas of $194,845,000*.

This BIG "Pin-Money" Industry comprises but a small part of the rich Iowa Farm Industry—and WMT reaches the prosperous farm buyers in the huge Eastern Iowa Area COMPLETELY!

*Iowa Development Commission Statistics.

Represented by KATZ Agency

Member of Mid-States Group

FCC Actions

(*Continued from page 54*)

the further hearing scheduled for Nov. 27 for the presentation of any engineering testimony which may appear proper.

WTOL Toledo, Ohio—Ordered that the further hearing on application of WTOL, et al, scheduled for Dec. 11 at Washington, be transferred to Toledo.

Nov. 22 Applications . . .

AM—1450 kc

WAGM Presque Isle, Me.—License to cover CP which authorized increase in power and hours of operation, install new transmitter and antenna, and change transmitter location and for change of studio location, and authority to determine operating power by direct measurement of antenna power.

AM—1270 kc

WSPR Springfield, Mass.—Modification of CP which authorized increase in power and changes in directional antenna, for extension of completion date.

Transmitter Site

WTAG-FM Worcester, Mass.—CP to change transmitter site, specify type of transmitter specify effected radiated power as 10 kw and make changes in antenna system.

AM—890 kc

W.A.S.H. Bcstg. Co., Washington, D. C.—CP for a new standard broadcast station to be operated on 890 kc, 5 kw and daytime only—AMENDED: re officers and directors and to specify type transmitter.

AM—1090 kc

WMUS Muskegon, Mich.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for approval of antenna and approval of transmitter and studio locations—AMENDED: to change transmitter location.

AM—1450 kc

WPAM Pottsville, Pa.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter for approval of transmitter and studio locations.

AM—1450 kc

KGRH Fayetteville, Ark.—Modification of CP as modified, which authorized a new standard broadcast station, for extension of completion date.

AM—1490 kc

KCIL Houma, La.—Modification of CP which authorized a new standard broadcast station, for extension for completion date.

Modification of CP

KTRH-FM Houston, Tex.—Modification of CP which authorized a new FM broadcast station, to specify effective radiated power as 354 kw, make changes in antenna system, change type of transmitter and for extension of commencement and completion dates.

AM—1020 kc

WCIL Carbondale, Ill.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

KAFY Bakersfield, Calif.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KBUN Bemidji, Minn.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

KERS Elko, Nevada—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location at Elko, Nev., and to specify studio location.

AM—690 kc

KSVO Richfield, Utah—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter and studio locations.

Remote Pickup

Carl E. Haymond, Area of Tacoma, Wash.—CP for a new remote pickup broadcast station to be operated on frequencies to be assigned by FCC in 152-162 mc, power of 15 w and emission A3.

Applications Tendered for Filing:

AM—1450 kc

Lake Worth Bcstg. Corp. Inc., Lake Worth, Fla.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

Nov. 25 Applications . . .

AM—1170 kc

The Litchfield County Radio Corp., Torrington, Conn.—CP for a new standard broadcast station to be operated on 1170 kc, 1 kw and daytime only hours of operation.

AM—1340 kc

Manistee Radio Corp., Manistee, Mich.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1340 kc

Penn Lincoln Bcstg. Co. Inc., Carlisle, Pa.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—840 kc

Lamar A. Newcomb, Falls Church, Va.—CP for a new standard broadcast station to be operated on 840 kc, 250 w and daytime only hours of operation.

AM—1200 kc

Joseph A. Sims and Henry A. Mentz Jr., a partnership d/b as Superior Enterprise, Hammond, La.—CP for a new standard broadcast station to be operated on 1200 kc, 250 w and daytime only hours of operation.

AM—1150 kc

Charlotte Bcstg. Co., Charlotte, N. C.—CP for a new standard broadcast station to be operated on 1150 kc, 1 kw and daytime only hours of operation.

AM—1590 kc

WHHT Durham N. C.—CP to change frequency from 1580 to 1590 kc, hours of operation from daytime to unlimited, install directional antenna night and change transmitter location.

New Antenna

WFNC Fayette, N. C.—CP to install new vertical antenna and mount FM antenna on top—AMENDED: to make changes in antenna and change transmitter location.

New Transmitter

WRRF Washington, N. C.—CP to install new transmitter.

AM—1240 kc

William M. Drace, Greer, S. C.—CP for a new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1360 kc

KRIS Corpus Christi, Tex.—Acquisition of the negative control over KRIS by T. Frank Smith (100 shares—50%).

AM—1340 kc

Winston O. Ward, tr as Mt. Pleasant Bcst. Co., Mt. Pleasant, Tex.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

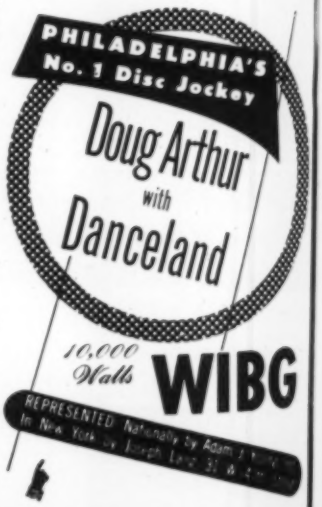
AM—1490 kc

WTMV East St. Louis, Ill.—Voluntary assignment of license to Evansville On The Air.

AM—1090 kc

Waterloo Bcstg. Co., Waterloo, Iowa—CP for a new standard broadcast station to be operated on 730 kc, power of 500 w and daytime hours of operation—AMENDED: to change frequency from 730 to 1090 kc, increase power from 500 w to 1 kw and change type of transmitter.

(*Continued on page 60*)



Profitable Control

FOR ADVERTISING AGENCIES

An IBM Service Bureau where agency accounting, and statistical work is handled quickly, accurately, confidentially.

Through the use of IBM Electric Punched Card Accounting Machines, all advertising agency accounting functions can be handled with speed and accuracy.

Close control over profits is effected; most efficient handling of accounting and statistical work is assured.

Market research data and sales figures may also be analyzed through the medium of punched cards.

Installation of IBM Machines may be in your own offices, or their benefits may be secured through the facilities of an IBM Service Bureau (branches in principal cities).

IBM

ELECTRIC PUNCHED CARD ACCOUNTING MACHINES AND SERVICE BUREAU FACILITIES

ELECTRIC TYPEWRITERS • • • PROOF MACHINES • • • TIME RECORDERS AND ELECTRIC TIME SYSTEMS

International Business Machines Corporation, World Headquarters Building, 590 Madison Avenue, New York 22, N. Y.

KFMB
Sells
SAN DIEGO

San Diego Leads Again! "Sales Management" Index places San Diego SECOND in U. S. percentage of gain in total sales and services. You can reach this market "from within" completely and economically with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

FCC Actions

(Continued from page 58)

AM—1130 kc

WDGY Minneapolis, Minn.—CP to increase power from 500 w night and 5 kw day to 50 kw day and night, change hours of operation from limited time to unlimited time, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—850 kc

KFUO Clayton, Mo.—CP to install a new vertical antenna.

AM—1240 kc

Gordon H. Brozek, Marquette, Mich.—CP for a new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

FM—Unassigned

Dr. Delbert Joseph Parsons, John Edward Harwood and Bill Erin d/b as Champion City Bcstg. Co., Springfield, Ohio—CP for a new FM (Class "A") broadcast station to be operated on frequency to be assigned by FCC, ERP 1000 w day and height above average terrain 250 ft.

AM—1230 kc

Frank R. Smith, Jr. Beaver Falls, Pa.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—1490 kc

WHBB Selma, Ala.—License to cover CP which authorized increase in power and installation of new transmitter.

FM—41.3 mc

Macon Bcstg. Co., Macon, Ga.—CP for a new FM broadcast station to be operated on frequency to be assigned by FCC, ERP: 41.3 kw.

AM—1230 kc

WFRP Savannah, Ga.—CP to install a new type transmitter (Raytheon RA-250).

AM—1260 kc

WGWR Asheboro, N. C.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1340 kc

WGRV Greenville, Tenn.—License to cover CP (as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—800 kc

WIBK Knoxville, Tenn.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna and approval of transmitter location.

AM—910 kc

James H. McKee and Odes E. Robinson, a partnership d/b as Bcstrs Assoc., Paris, Tenn.—CP for a new standard broadcast station to be operated on 910 kc, 1 kw and daytime only hours of operation.

FM—104.1, 107.9 mc

Citizens Bcstg. Co. Inc., Abilene, Tex.—CP for new FM (Class A) broadcast station to be operated on 104.1-107.9 mc, as assigned by FCC, height above average terrain 253 ft. and ERP 325 w.

FM—Unassigned

Laredo Bcstg. Co., Laredo, Tex.—CP for new FM (Class "B") broadcast station to be operated on frequency to be assigned by FCC and ERP 31 kw.

AM—680 kc

Woodward M. Ritter, San Bernardino, Calif.—CP for a new standard broadcast station to be operated on 680 kc, 250 w and daytime only hours of operation.

AM—1170 kc

KSDJ San Diego, Calif.—Modification of CP, as modified, which authorized a new standard broadcast station for extension of completion date.

Modification of CP

KRDO Colorado Springs, Col.—Modification of CP, which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

AM—570 kc

KVI Tacoma, Wash.—Authority to determine operating power by direct measurement of antenna power.

Applications Returned:

AM—1230 kc

Southern Bcstg. Corp., New Orleans, La.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

Applications Tendered for Filing:

AM—1600 kc

Piedmont Carolina Bcstg. Co. Inc., Reidsville, N. C.—Modification of CP to specify power of 1 kw day and night, specify directional antenna for night use only and change transmitter location.

AM—920 kc

John C. Mullens, Phoenix, Ariz.—CP for a new standard broadcast station to be operated on 920 kc, 1 kw and daytime hours of operation.

AM—1270 kc

KTFI Twin Falls, Ida.—Modification of CP to increase power from 1 kw night and 5 kw day to 5 kw day and night, and install directional antenna for night use.

AM—1370 kc

Coast Bcstrs. Inc., Tillamook, Ore.—CP for a new standard broadcast station to be operated on 1370 kc, 1 kw, unlimited hours of operation, directional antenna.

WCYB Bristol, Va.—CP to increase power from 1 kw to 5 kw, daytime operation and install new transmitter.

AM—1230 kc

Voice of Western Colorado Inc., Grand Junction, Col.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

Nov. 26 Decisions . . .

BY THE SECRETARY

KPRL Moscow, Ida.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter (Composite), approval of transmitter location at Route 3, 1 mi. north of Moscow and Old U. S. Highway 95, Moscow, and to specify studio location at Route 3, Box 101, Moscow; conditions.

WKBH LaCrosse, Wis.—Granted modification of CP which authorized increase in power, etc., for change in type of transmitter.

KREM Spokane, Wash.—Granted modification of CP which authorized a new station, for approval of transmitter and studio locations at Realty Bldg., Riverside and Bernard Sts., Spokane; conditions.

KSDJ San Diego, Calif.—Granted modification of CP which authorized a new station, for extension of completion date to 2-27-47.

Onondaga Radio Bcstg. Corp. Inc. Area of Syracuse, N. Y.—Granted CP for a new remote pickup broadcast station to be used with standard station WFBL.

WSPR Springfield, Mass.—Granted modification of CP which authorized a new station, for extension of completion date to 1-20-47.

WLAU Laurel, Miss.—Granted license to cover CP which authorized a new station to operate on 1490 kc, 250 w, unlimited time.

KOOS Coos Bay, Ore.—Granted license to cover CP which authorized a new transmitter.

WAGC Chattanooga, Tenn.—Same.

WMOU Berlin, N. H.—Granted license to cover CP which authorized a new station to operate on 1230 kc, 250 w, unlimited time, and for change of studio location to 40 Main St., Berlin, N. H.; conditions.

WFOM Marietta, Ga.—Granted license to cover CP which authorized a new station to operate on 1230 kc, 250 w, unlimited time; conditions.

KVSM San Mateo, Calif.—Granted license to cover CP which authorized a new station to operate on 1050 kc, 250 w, daytime; conditions.

WAYN Rockingham, N. C.—Granted license to cover CP which authorized a new station on 900 kc, 1 kw, daytime only, and for approval of studio location at 226 E. Washington St., Rockingham, N. C.; conditions.

W9XFT Fort Wayne, Ind.—Granted license to cover CP which authorized reinstatement of CP for a new experimental television broadcast station; frequencies which may be assigned by chief engineer from time to time; power 4 kw, visual; 6 kw, aural; conditions.

KMHK Mitchell, S. D.—Granted modification of CP which authorized a new station, for approval of antenna, change type of transmitter, and approval of transmitter and studio locations at 1 mi. east of Foster Ave. on U. S. Highway 16 (No. side of highway), Mitchell, S. D.; conditions.

KTEM Temple, Tex.—Granted modification of CP which authorized installation of new transmitter, etc., for extension of commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

WJHP Jacksonville, Fla.—Granted modification of CP, for extension of completion date to 2-1-47.

WJMJ Philadelphia, Pa.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at River Road and Penna. Railroad, Delair, N. J.

WLOW Portsmouth, Va.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at Western Branch, Va.

KPOW Powell, Wyo.—Granted modification of CP to change transmitter and studio locations to 2 miles due So. of Powell on Willwood Road.

WHAM Rochester, N. Y.—Granted CP to install a new transmitter, change transmitter location to corner Brook and Ballantyne Roads, Chili, N. Y.

KCKY Scottsbluff, Neb.—Granted license to cover CP which authorized installation of a new transmitter.

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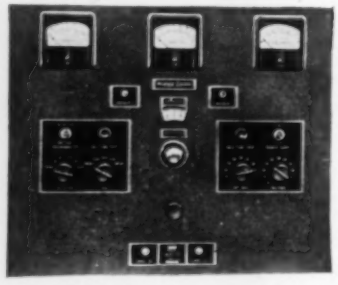

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WBSR Pensacola, Fla.—Granted license to cover CP which authorized a new station on 1450 kc, 250 w, unlimited time, and for approval of studio location at Palafox and Garden St., Pensacola; conditions.

WBHB Fitzgerald, Ga.—Granted license to cover CP which authorized a new station to operate on 1240 kc, 250 w, unlimited time; conditions.

WRHP Tallahassee, Fla.—Granted license to cover CP which authorized a new station to operate on 1450 kc, 250 w, unlimited time; conditions.

WINS New York, N. Y.—Granted modification of CP for extension of completion date to 1-24-47.

WKMA Quitman, Ga.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location near Quitman, and to specify studio location as 115 S. Lee St., Quitman.

WBRL Baton Rouge, La.—Granted CP for installation of new transmitter, move site and make changes in antenna system of FM station; Class B station; Channel No. 241, 96.1 mc; 51 kw; 470 ft.

WJOY Burlington, Vt.—Granted license to cover CP which authorized a new station on 1230 kc, 250 w, unlimited time; conditions.

WMC Memphis, Tenn.—Granted license to use old main transmitter as an auxiliary with power of 5 kw for auxiliary purposes only.

KVET Austin, Tex.—Granted license to cover CP which authorized a new station on 1300 kc, 1 kw, unlimited, and for approval of studio location at 113 W. 8th St., Austin; conditions.

KWHN Ft. Smith, Ark.—Granted modification of CP which authorized a new station, for extension of completion date to 2-2-47.

KFAB Omaha, Neb.—Granted modification of CP for extension of completion date to 6-10-47.

WBBM Chicago, Ill.—Granted modification of CP for extension of completion date to 6-15-47.

WEPQ Milwaukee, Wis.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at 625 57th St., Kenosha, Wis.

WROM Rome, Ga.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, approval of transmitter location at 401 Noble St., Rome, and to specify studio location at 704 Broad St., Rome; conditions.

KGFF Shawnee, Okla.—Granted CP to install a new vertical antenna.

WANN Annapolis, Md.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, for approval of transmitter location at Bay Ridge Road, 0.3 mi. east of Arundel on the Bay Road, near Annapolis, and to specify studio location at Annapolis Banking and Trust Co. Bldg., Church Circle and School St., Annapolis.

KAVR Havre, Mont.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, approval of transmitter location at approximately 7 acres of Sec. 4, T. 32 N, R 16 E, Havre, and to specify studio location as Havre Hotel; conditions.

KXLO Lewistown, Mont.—Granted modification of CP which authorized a new station, to change type of antenna and change type of transmitter.

WNGO Mayfield, Ky.—Granted modification of CP which authorized a new

(Continued on page 65)

"WFDF Flint sure mows 'em down."

TECHNICAL

FRANK M. FOLSOM, executive vice president of RCA in charge of RCA Victor Division, Camden, N. J., and **WILLIAM J. HALLIGAN,** president of Hallicrafters Co., Chicago, have been presented the War Dept. Certificate of Appreciation for contributions to the Army Signal Corps during the war. RCA Victor Division made many types of Army radar and electronic communications equipment. Hallicrafters built the SCR-299 mobile radio unit used in African, European and Pacific invasions.

RALPH DOGGETT has resigned from the technical staff of KRES St. Joseph, Mo., because of illness. He is replaced at transmitter by **LUTHER RYAN.**

LEGION of Merit is presented Col. William E. Plummer (l), consulting radio engineer, by Brig. Gen. J. E. Moore, Second Army, for his "exceptionally meritorious services" from Dec. 1941 to April 1946 as assistant chief, Communications Liaison Branch, Plans and Operations Division, Office of the Chief Signal Officer. Colonel Plummer's son approves the general's actions. Colonel Plummer has reestablished his prewar association with Glenn D. Gillett in their Washington consulting engineering firm. During war in addition to his regular duties Colonel Plummer was War Dept. alternate representative on Interdepartment Radio Advisory Committee and Central Radio Propagation Labs. In addition he was a War Dept. member of Frequency Allocation and Call Signs Committees of the Joint and Combined Communications Boards. He also has received letter of appreciation from Secretary of the Navy Forrestal for services in coordinating joint and combined call signs throughout all theatres of operation.

MARIAN HUNTER has joined the headquarters engineering staff of Westinghouse Radio Stations, Philadelphia (KYW).

RAYTHEON MFG. Co., Newton, Mass., Special Tube Section, is producing a sub-miniature thyratron tube, RK-61, designed for amateur and intermittent service. Tube is particularly adaptable to remote control circuits where space and weight are a problem, such as in model aircraft and boats.

CHARLES FLETCHER, formerly of WALB Albany, Ga., and **WILLIAM GREGORY,** formerly of WELO Tupelo, Miss., have joined the technical staff of WHSC Hartsville, S. C.

PAUL H. HOFFMANN, field engineer, has been shifted from Washington, D. C., to Hollywood office of Herbert L. Wilson, consulting radio engineers.

JACK CHURCH has joined CFCH North Bay, Ont., as transmitter operator.

The Control Man

Who's the guy with smiling face,
Happy with the human race,
Rolls in shows at dazzling pace,
Your control man!

Who's the guy who's up at five,
Happy he to be alive,
And blasts the air with raucous jive,
Your control man!

Who's the guy who loses copy,
Raises cain and dresses sloppy,
Who's work is smooth and never choppy,
Your control man!

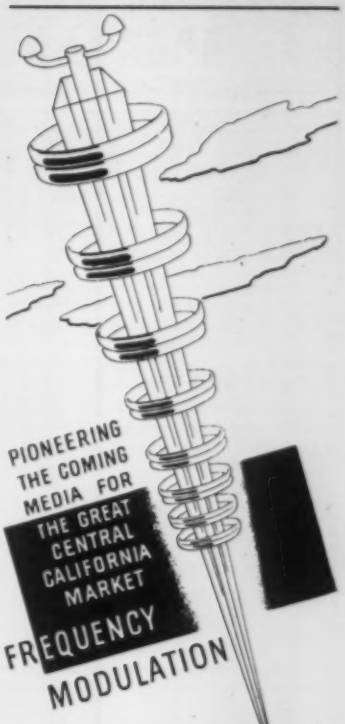
Who's the guy who toils away,
When all you guys have hit the hay,
At twelve fifteen he ends his day,
Your control man!

Who's the guy when things go wrong,
Takes the blasts and hums some song,
Who knows d—well where blames belong,
Your control man!

—Don Meadows
CKOC Hamilton, Ont.

Surplus Property

FCC said last week that air communication operation equipment at Ruzyns Airfield, Prague, Czechoslovakia, and navigation aids to airways operations, Geneva, Switzerland, had been declared surplus by the Office of the Foreign Liquidation Commissioner. Persons or companies interested in acquiring the property should communicate directly with F. T. Murphy, director of the General Disposals Division, Foreign Liquidation Commission, 4th and Jefferson Drive, S. W., Washington, D. C.



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PRODUCTION

RICHARD LINKROUM succeeds **MARTIN WICKETT** as program manager of WTOP Washington. Mr. Linkroum returned to production staff early this year after three years in Navy.

KEN LINN has been named production manager of KUTA Salt Lake City. He previously had been with WLW Cincinnati, WXYZ Detroit and KPRO Riverside, Calif. New additions to KUTA announcing staff include **HAL MURRAY** (Herman Aaronson), previously with WATL Atlanta, and **DOUGLAS PLEDGER**, formerly with ABC on the West Coast. New music director is **ED STOKER**, formerly with KSL and KDYL Salt Lake. **HAL CUNNINGHAM**, formerly with KALL Salt Lake, joins KUTA continuity staff. **MARY GORDON DAVIS**, previously with C. E. Hooper Inc., New York, has been named KUTA office manager.

JOHN KUKAWSKI, Polish announcer of WTMV East St. Louis, Ill., is father of a girl, Myra June.

SHERMAN DRYER, producer and director of "Exploring the Unknown" Sun. 9 p.m. on MBS, addressed the student body of the Greenwich High School Nov. 21 on "The Promise of Atomic Energy."

CRAIG BARTON, talent coach, has returned to WFAA Dallas after four years with AAF. He is currently conducting a search for new radio talent among schools and colleges in the Dallas area.

ARCH MacDONALD, WBZ Boston announcer and former Navy lieutenant commander, has been awarded the Bronze Star for "meritorious service in the amphibious assault and capture of Iwo Jima."

EVE HENDERSON, women's editor of CKRC Winnipeg, has been elected president of the newly formed Women's Advertising Club of Winnipeg. **KAY COSTELLO**, CKRC, has been elected recording secretary; **KAY DOYLE**, CKRC, publicity director; and **FLORENCE WARD**, CKY Winnipeg, program director.

ROY ROBERT HARRIS, recent graduate of Don Martin School of Radio, Hollywood, has joined KFRE Fresno, Calif., announcing staff.

DICK HAYNES, former disc m.c. of KMOX St. Louis, has joined KLAC Hollywood in similar capacity handling "Alarm Clock Club" and "Top of the Morning" broadcasts.

BOB SABIN, former announcer of KGO San Francisco and prior to Army service on ABC Chicago production staff, has been appointed program manager of KDON Monterey, Calif.

WGAT Prepares

WGAT Utica, N. Y. (250 w daytime, 1100 kc), has completed construction of its studio transmitter building and soon plans to go on the air. Entire construction of WGAT and installation of equipment took only five weeks. Work was under supervision of Robert Blair, chief engineer. In addition to the WGAT building just outside Utica in Marcy, station will maintain offices in downtown Utica. WGAT is fully equipped with Gates speech and transmitting equipment.

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BUD ERNST, Hollywood producer of MBS "Hearts Desire," is confined to his home with double pneumonia.

TIE TAGGED with the station's call letters seems to be Bill Cox's identification insurance—in case he should get amnesia or get lost in the woods some dark night. The WWDC Washington announcer featured on the Wednesday "Headline Stare," 7:45 p.m., shows his handpainted tie to Billie King of the station's staff.

PAT RYAN, announcer of KGFJ Hollywood, has resigned to freelance.

PORTIA KRUSE, formerly of ABC Chicago guest relations department, has joined KDON Monterey, Calif., production staff.

HENRY RUSSELL, musical director of NBC Western Division, is the father of girl.

ROBERT DON THOMPSON, NBC Hollywood night manager, has resumed his duties following leave to handle radio section for Bikini bomb tests.

BOB HOPE, NBC comedian, has been awarded this month's plaque as outstanding radio personality by Modern Screen Magazine.

KATHARINE IRWIN, new to radio, has joined the continuity staff of KGO San Francisco succeeding **DODIE WAGSTAFF**, resigned.

FRANCES WHITING has joined KVOA Tucson, Ariz., as writer-announcer of women's programs. She previously had been with KCMO Kansas City and WAPI Birmingham, Ala.

CLOYDE HOWARD, assistant head usher of CBS Hollywood and member of network's junior workshop, has been named to announcing staff of KGW Portland, Ore.

DEANE MOORE has been promoted to public service director of KLOK San Jose, Calif. **DAVID DORRIS**, previously with KOLO Reno, Nev., has joined KLOK as program director.

CHARLES (Hank) HENRY has been promoted to program director of KRES St. Joseph, Mo., replacing **DWARD A. MOORE**, who has resigned to take over duties as district sales manager for a pharmaceutical company in Illinois and Indiana territory. **DAVID WIDDER**, former director of night production, has been promoted to production manager.

JOHN MASON BROWN, who is retiring from radio Jan. 1, will return with the "Of Men and Books" program on CBS for four weeks Dec. 7-28, Sat. 2:30-2:45 p.m., a period which has been used for football broadcasts. After Mr. Brown leaves the program guest critics will be featured each week until a permanent reviewer is picked by CBS.

COL. PASCHAL N. STRONG, who wrote the ABC "Jack Armstrong" scripts from 1940 until wartime duties interfered, has been engaged for six weeks to write the ABC adventure serial starting Dec. 2. He is still on active duty in the Army.

BOB VANDEVENTER, formerly with KMBC Kansas City, has joined announcing staff of KVOO Tulsa, Okla. **MARGARET YOUNKIN** replaces **ALBERTA MARTIN** on KVOO continuity staff.

NELLE MARIE PETERSON, director of women's programs at KVOO Tulsa, Okla., has been married to Bill Skinner.

DICK ROSS, formerly with KFPY and KFIO Spokane, has been named chief announcer of KWSC Pullman, Wash. **KATHRYN NOFTSINGER**, student at State College of Washington, owner of KWSC, has been named music librarian.

JOHN D. SCHEUER Jr., production manager of WFIL Philadelphia, will be narrator of a special Community Chest program to be telecast by Philco station WPTZ 9 p.m. Dec. 8. Program will dramatize a case history showing an example of the work made possible by the fund.

MARK L. HASS, public relations and education director of WJR Detroit, who represented the Detroit area at the National Conference for the Prevention and Control of Juvenile Delinquency held in Washington, D. C., has been named to a special panel to study and report on press, radio and motion picture coordination activities.

JAMES R. ROBERTS, announcer at WHBC Canton, Ohio, and Bettie Majors of Canton were married in Cleveland Nov. 27.

JOHN BAINBRIDGE, public service director of KFMB San Diego, Calif., is father of a boy, Christopher.

JOHN A. SAVAGE has joined the announcing staff of WAAB Worcester, Mass. He was formerly with WCAP Asbury Park, N. J.

Assistant Pastor

WORTH KRAMER, program director of WJR Detroit, flys to Daytona Beach, Fla., every other Sunday to assist Pastor Don D. Tullis with services of the Tourist Church, an interdenominational organization. Rev. Tullis and Mr. Kramer have been friends since Mr. Kramer was program director of WGAR Cleveland and sang on Rev. Tullis' religious program. Mr. Kramer is also in charge of the choir at the Florida church.

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PROGRAMS

DESIGNED for high school group, new show titled "Juke Box Jury" has started on WPEN Philadelphia in Saturday period sponsored by Wilbur-Suchard Chocolate Co., Lititz, Pa. To run for 13 weeks and placed through Badger, Browning & Hersey, New York, program features new records on trial in advance of public release. Discs are provided by Philadelphia Record Dealers Assn.

Forestry Award

CERTIFICATE of appreciation for development of a dramatic educational program on forestry was presented Nov. 25 to WNYC and WNYE (FM) New York by the U. S. Forest Service. Presentation was made during the last of a series of programs carried to 750 New York schools at the junior high level. Forestry themes were developed during the dramatic series through use of a mythical forest ranger, Ranger Bill. Over 1500 teachers asked for teaching aid packets and some 5,000 pupils asked for loosseleaf forest conservation notebooks. The series lays the pattern for a nation-wide forestry series to be distributed to Federal and state forest officers and school officials.

Unrehearsed Session

A New WNEW NEW YORK series, "Breakfast at Noon," has started Sun. 12:15-12:30 p.m. featuring Hal Block, Herb Polesie and Danny Shapiro, musical comedy, song and gag writers. The three writers are presented on an unrehearsed round-table discussion of current events.

Phone Poll on MBS

KQV Pittsburgh Nov. 26 joined Mutual's "American Forum of the Air," Tues. 9:30-10:15 p.m., for presentation of its "Opinion-Aire" feature. Listeners telephoned votes on the issue, "Should American Labor Have a Closed Shop?" Staff of operators and tabulators from Sullivan-Rayhawk, Pittsburgh independent market research agency, worked during program to tabulate opinions of Pittsburghers so totals could be given to "American Forum" audience before program closed. It is planned to increase number of "Opinion-Aire" cities each week.

Voices for History

THE FIRST of a series of recordings of the great "Voices of Alabama" was made by WAPI Birmingham Nov. 29 when Dr. George Hutcheson Denny, chancellor of the U. of Alabama, was honored at a testimonial dinner at the Tutwiler Hotel. A master record of the half hour program was broadcast over WAPI and a state-wide network at 9 p.m. and then was placed in a special vault of the State Dept. of Archives and History at Montgomery. Other outstanding Alabamians will appear on future programs.

City Promotion

NEW SERIES of Sunday afternoon quarter-hour public service programs initiated over WFBL Syracuse, "Syracuse—A Great City," intends to better acquaint the residents of Central New York with the advantages of Syracuse and vicinity as a place in which to live, work and play. Programs are under director of O. F. Soule, president of WFBL, who conducts informal discussions with guests.

Celebrity Interviews

ORIGINATING from Drake Hotel Ocean Room, new program of WFIL Philadelphia titled "The Drake Presents Mary Biddle" is heard in Mon.-Wed.-Fri. 11:15-11:30 p.m. period. Miss Biddle interviews theatrical and other celebrities and socialites. Musical background is provided by Ocean Room orchestra.

Small Town Life

THE HUMAN drama of Canadian small-town life is being featured on a new weekly program by Jean Hinds on CBC Trans-Canada network from Winnipeg. "Warpath Stories" will deal with the characters and lives of people of the small town of Warpath, Sask.

Musicians Aided

CKOC Hamilton, Ont., has started weekly half-hour musicial program featuring local musicians and soloists to show Hamilton the calibre of its local musicians and encourage music study. Programs, with 20-piece orchestra, feature semi-classical and current music.

National Concerts

THE NATIONAL Symphony Orchestra is being presented in a nine-week series of one hour Monday evening concerts which began Nov. 18 over WMAL Washington. All of the concerts, under direction of Dr. Hans Kindler, are being made from District school auditoriums.

Script for Story

THE SCRIPT of the "Columbia Workshop" show, "The Last Delegate," broadcast Sept. 15 on CBS, will be used by the MacLean Magazine of Canada as lead article in a future issue. Script was written by Margaret Lewerth.

KOY Honored

KOY Phoenix, Ariz., has received a citation from the Veterans of Foreign Wars for cooperation in the interest of veterans and current Army recruiting drive. Presentation was made during program broadcast from Arizona State Fair by the Sixth Army Recruiting Personnel and VFW.

All Negro Show on MBS

ALL-NEGRO program started on MBS Nov. 25 in Mon. through Fri 3:30-4 p.m. spot under title "Harlem Hospitality Club." Using audience participating format, program originates from Savoy Ballroom, New York.

To Air Baseball

HOME GAMES of the St. Louis Cardinals and Browns next season will be broadcast over WTMV East St. Louis, Mo., by Harry Caray and Gabby Street commencing April 13.

New Landry Book Helpful to Layman

Volume Tells of Radio's Growth, Explains Its Power

This Fascinating Radio Business. By Robert J. Landry. 343 pp. New York. The Bobbs-Merrill Co. $3.75.

ROBERT J. LANDRY, director of the Division of Progressive Writing of CBS, in his recently released book, *This Fascinating Radio Business*, has compiled comprehensive and authoritative information into a readable analysis designed especially for the layman.

Never technical, the book explains the development of radio from its inception to the present time. Of the attractiveness broadcasting held in its infancy, Mr. Landry writes: "Broadcasting was the refuge of hawkers of questionable commodities and services which could no longer persuade most newspapers and magazines to accept their copy."

Illustrating the power which he believes radio holds today over the American people, the CBS writing director has compared and presented in his book some figures which should be of interest to broadcasters.

Election	Radio Sets	Ballots Cast
1920	Negligible	25,705,340
1924	3,000,000	29,022,260
1928	8,000,000	36,879,440
1932	18,000,000	39,816,522
1936	33,000,000	45,646,817
1940	40,000,000	49,815,312

Mr. Landry takes his readers behind the scenes of radio to show them the "who's and how's" of the industry. He has written chapters which hold interest of the layman who wants to know more about "The Personality Market" or "Careers in Radio." Other chapters outline chronologically the development of the networks and independent stations throughout the nation.

This Fascinating Radio Business, while it may not be too fascinating to the broadcaster, might well prove interesting reading to the average radio listener.

First in Birmingham Since 1925

With The Programs Listened To Most!

★ Kaltenborn
★ Bob Hope
★ Fibber McGee & Molly
★ James Melton
★ The Quiz Kids
★ Fred Waring
★ Jack Benny
★ Charlie McCarthy

NBC WBRC BIRMINGHAM'S BEST RADIO BUY!

Paul H. Raymer Co., *Representative*

WBNX

DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish

5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

FCC Actions

(Continued from page 61)

station, to change type of transmitter; conditions.

KMOX St. Louis, Mo.—Granted modification of CP, for extension of completion date to 6-9-47.

WGNH Gadsden, Ala.—Granted modification of CP which authorized a new station, for approval of antenna, change type of transmitter, approval of transmitter location at 2000 Chestnut St., and specify studio location at 520 Chestnut St., Gadsden, Ala.

BY COMMISSIONER HYDE

KTHT Houston, Tex.—Granted petition for leave to intervene in the hearing upon application of Bryan Bcstg. Co., Bryan, Tex.

Robert Burdette, San Francisco, Calif.—Granted leave to amend his application for a new station so as to specify 5 kw instead of 1 kw, etc., and the amendment was accepted.

BY THE COMMISSION

KBIX Muskogee, Okla.—Adopted an order directing that the consolidated hearing on application for renewal of license of station KBIX and application for new FM station be conducted in Muskogee, Okla., on Jan. 15, 1947.

Nov. 27 Applications . . .

AM—630 kc

KPOA Honolulu, T. H.—License to cover CP as modified, which authorized a new standard broadcast station to specify studio location at Kapiolani Blvd. & Date St., Honolulu, Hawaii and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WATZ Alpena Township, Mich.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Peoples Bcstg. Corp., Near Worthington, Ohio—CP for new FM (Class B) broadcast station to be operated on frequency to be assigned by FCC, ERP: 340 kw.

AM—580 kc

Crescent Broadcast Corp., Shenandoah, Pa.—CP for a new standard broadcast station to be operated on 580 kc, 1 kw, unlimited hours of operation, and directional antenna for day and night use—AMENDED: to change transmitter site from Roaring Creek Twp., Pa., to 2.3 miles approximately north of Ringtown, Pa.

AM—670 kc

Hoyle Barton Long, Front Royal, Va.—CP for a new standard broadcast station to be operated on 670 kc, 5 kw and daytime only hours of operation.

AM—1440 kc

WHIS Bluefield, W. Va.—CP to increase power from 500 w night and 1 kw day to 5 kw day and night, install new transmitter and directional antenna for night use.

AM—1340 kc

WKRM Columbia, Tenn.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Tri-Cities Bcstg. Co., Goose Creek, Tex.—CP for new FM (Class A) broadcast station to be operated on frequency to be determined by FCC, ERP: 1,272 w.

AM—1230 kc

KCMC Texarkana, Tex.—CP to make changes in vertical antenna, mount FM antenna on top of AM tower and change transmitter location.

Modification of CP

KTRF Thief River Falls, Minn.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1490 kc

KDMO Carthage, Mo.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location.

AM—920 kc

John C. Mullens, Phoenix, Ariz.—CP for a new standard broadcast station to be operated on 920 kc, 1 kw and daytime hours of operation.

FM—Unassigned

Don C. Martin, tr/as School of Radio Arts, Hollywood, Calif.—CP for new FM (Class A) broadcast station to be operated on frequency to be assigned.

AM—1130 kc

KYOR San Diego, Calif.—CP to increase power from 250 w to 5 kw, change hours of operation from daytime to unlimited, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—1450 kc

KSRV Ontario, Ore.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

Applications Returned:

AM—1490 kc

Howard R. Elvey, Forrest W. Hughes, Raymond W. Mort, Harold A. Sparks and John E. Striker, a partnership d/b as Petaluma Broadcasters, Petaluma, Calif.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation. (Incomplete.)

Applications Tendered for Filing:

Location Change

WLIB New York—CP to change studio location from Brooklyn, N. Y., to New York, N. Y.

AM—1400 kc

Erie Bcstg. Co., Erie, Pa.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1140 kc

WKAX Birmingham, Ala.—CP to change frequency from 900 to 1140 kc, hours of operation from daytime to limited time.

AM—1150 kc

WJRD Tuscaloosa, Ala.—CP to change frequency from 1230 to 1150 kc, 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use and change transmitter location.

AM—730 kc

Southern Bcstg. System Inc., Thomasville, Ga.—CP for a new standard broadcast station to be operated on 730 kc, 1 kw and daytime hours of operation.

AM—1340 kc

Pryer Dillard, Raymondville, Tex.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1490 kc

Alexandria Bcstg. Corp., Alexandria, Minn.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—730 kc

Frank Andrews, Modesto, Calif.—CP for a new standard broadcast station to be operated on 730 kc, 250 w and daytime hours of operation.

AM—1280 kc

KORE Eugene, Ore.—CP to change frequency from 1450 to 1280 kc, power from 250 w to 1 kw, hours of operation from limited to daytime.

AM—1240 kc

G. Stanley Brewer, Weber County Service Co., Ogden, Utah—CP for a new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

WBTM School Series

THREE high schools and two colleges in Danville, Va., area are participating in new five-weekly series of programs on WBTM Danville, "Education in the Home." Programs are presented direct from the schools with students assisting in preparation of scripts and programs. Script contest is in progress with $100 first prize.

KUOA LISTENERS KEPT POSTED ON UN DOINGS

KUOA Siloam Springs, Ark., in a series of 13 specially recorded broadcasts from UN headquarters in New York, recently presented several United Nations officials in interviews with Station Manager Storm Whaley.

The broadcasts were recorded on a wire recorder and sent by air express to the station, where they were put on the air at 48-hour intervals after receipt.

Mr. Whaley interviewed official UN interpreters, a UN representative from South Africa, a Brazilian newspaper correspondent and three grade school students in an effort to present a wide variety of viewpoints to the KUOA listeners.

In addition, eight of the 13 broadcasts featured information about UN delegates, functions, press handling, meeting places and security regulations in effect at UN headquarters.

Opens New Service

ROBERT S. KELLER, for the past two years New York manager of Burn-Smith Co., has launched a "radio sales promotion" service for medium sized stations under the firm name, Robert S. Keller, 72 Barrow St., New York. The service, handled on a flat fee basis, includes creation and handling of promotion and publicity, personal contact with agency timebuyers, and weekly reports on spot and network business developments. No sales activities are included in the service, Mr. Keller says.

Well Placed Dollars—

New England's greatest spending month is RIGHT NOW. A few dollars for a WLAW spot . . . and watch the response! Your message will reach nearly 2 million listeners in 181 cities and towns.

5,000 WATTS 680 Kc.
50,000 WATTS . . SOON!!

Basic Station
American Broadcasting Co.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

ALL NORTHERN VERMONT

CHAMPLAIN VALLEY

BURLINGTON HAS THE ONLY

STATION IN VERMONT

WCAX

5000 WATTS • FULL TIME

It's a Gift

There's a special package waiting for you in the Wichita market and it's sure worth reaching for. It's Kansas' greatest package of INCREASED population and purchasing power and it's getting larger every day.

It makes a pretty package, especially when KFH, that selling station for the Southwest delivers it to you.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH

WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

Trends

(Continued from page 15)

their emphasis on greater attention to local programming.

Other changes which indicate the future shaping of radio programming are: mood or type sequencing (17%); fewer spot announcements (15%); more control over commercials (13%). Again it is shown that relatively little attention will be given by stations in the near future to eliminating singing commercials, money give-aways, reductions in the amount of network commercials, increases in the number of network sustaining programs or news programs.

Superimposing the changes planned for the near future upon the record of changes recently made produces an approximate evaluation of the importance placed by broadcasters on several suggested methods of improving radio programming.

TABLE III

Changes made in 1946 combined with changes planned in near future

	Per cent of stations reporting this change
Produce more public interest programs	95%
Include more local news in news programs	92
Broadcast more local live programs	85
Apply stricter standards controlling the length or content of commercials	83
Broadcast more programs devoted to discussion of controversial issues	78
Arrange schedule to program in mood or type sequence	67
Reduce the number of spot announcements	46
Broadcast more news programs	41
Eliminate middle commercials in news programs	34
Schedule more network sustaining programs	31
Eliminate "money give-away"	22
Reduce the number of network commercial programs	12
Eliminate singing commercials	10

COMMENT: Remember that this table, which is in fact a combination of the preceding ones, indicates only what broadcasters have done and what they plan to do. The broad emphasis continues to be on local production and within this general category, the specific emphasis is on more public interest programs, more local news, more local live programs, stricter standards on commercials and more discussion or controversial issue programs with a majority voting in favor of arranging their schedules in mood or type sequence. This is what they have done or plan to do—and the close correlation between these activities or projected activities and the principles emphasized in the Blue Book deserves careful attention. But if this is what broadcasters have done or plan to do, are they doing so against their better judgment—do they believe that these are factors which will improve overall programming?

To determine which of the changes in program practices made during the year were considered to have the best effect on program structures, panel members were asked:

TABLE IV

Which one of the changes you have indicated above has done most to improve your service to listeners?

	Percent of all stations responding
Include more local news in news programs	34%
Produce more public interest programs	13
Apply stricter standards controlling the length or content of commercials	13
Arrange schedule to program in mood or type sequence	11
Broadcast more local live programs	11
Broadcast more programs devoted to discussion of controversial issues	8
Reduce the number of spot announcements	5
Eliminate middle commercials in news programs	3
Broadcast more news programs	3
Schedule more network sustaining programs	1
Reduce the number of network commercial programs	1
Eliminate "money give-away" programs	0
Eliminate singing commercials	0

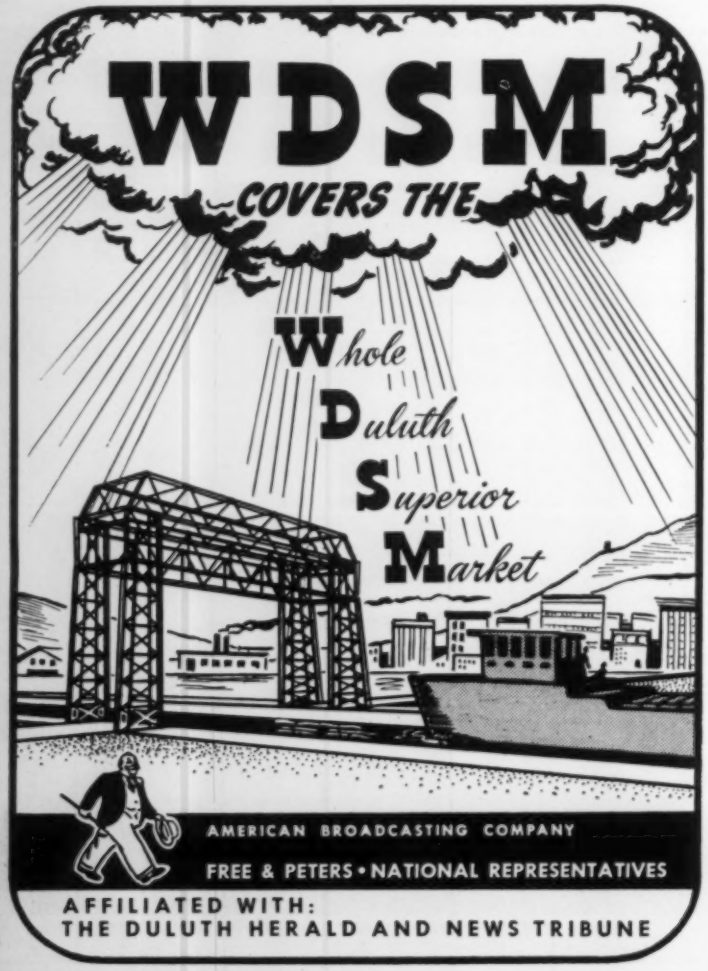
COMMENT: This, then, is the nub of the study: these changes in program policy having been made, of what value are they in overall program improvement? Although they have made the changes, broadcasters seem to deprecate the value of many of them. Only 13% thought for example that the production of public interest programs had done most to improve service to listeners. Only 8% thought that more programming in the controversial issue category had done most to improve service to listeners. The factor contributing most heavily to improvement of such service was the inclusion of more local news in the news programs (34%). In Table III, it is noted that 92% of those reporting a change (either effected or planned) included more local news in news programs.

Since 34% of the panel members believed that such a change im-

FROZEN TURKEY from her father's farm is dispatched to President Truman by Mary Elizabeth Hall, daughter of former U. S. Senator Wilton E. Hall, of South Carolina. Mr. Hall, owner of WAIM and WCAC-FM Anderson, S. C., served in Senate with the President. Turkey was presented Monday (Nov. 25) by U. S. Senator Olin D. Johnston.

Self Joins Makelim

EDWIN B. SELF, for nine years advertising manager of Jos. Schlitz Brewing Co., Milwaukee, has joined Makelim Assoc. as vice president and chairman of the planning board. He will headquarter in Hollywood office. Mr. Self previously operated his own agency in Chicago and Dayton. Dec. 1 Makelim Assoc. occupied entire building at 9176 Sunset Blvd., Hollywood, in expansion move.



roved service to listeners, it is approximately indicated that one out of every three who have made the change believe in it as the outstanding contributing factor to improvement. On the other hand, the combination table—No. 4—revealed that 95% had made or were making changes toward producing more public interest programs.

Since only 13% voted for public interest programs as the most important improvement in service to listeners, approximately one out of nine of those making the improvement feel that this was the most important change in service to listeners. In other words, there is a greater spread in opinions about the value of the changes actually put into effect during the year than in opinion about what changes should be made.

Some insight into how much these and other program changes have cost broadcasters is obtained from the answers to the next question:

TABLE V

How much have you increased (decreased) your program expenditures in 1946 over 1945?

Stations reporting	All stations
Increases	76%
Decreases	2
No change	4
No answer	18
	100%

The median increase was 24% for all stations reporting increased program expenditures (76% of the panel). Only 2% of the panel reported decreases. The range of increase is shown below:

Range of Increase	
1-9%	2.5%
10-19	23.4
20-29	29.1
30-39	8.2
40-59	7.0
60-99	1.4
100 & over	4.4
	76.0%

COMMENT: Detailed analysis by dollar volume, station, city size and network, reveals no significant differences in per cent of increase in program expenditures.

SUMMARY: Seventy-six per cent of the stations in the United States have increased expenditures in their program departments during 1946 over 1945 from 1½ to 29% —with the median increase established at 24%. These increased expenditures have been devoted principally to developing local news for news programs; producing more public interest programs; applying stricter standards controlling the length or content of commercials (which requires more personnel and probably anticipates the cancellation of some accounts); broadcasting more local live programs; arranging schedules to program in mood or type sequence (which is a more expensive operation, demanding not only additional personnel but also local "fills" where otherwise network might be taken); broadcasting more programs devoted to discussion of controversial issues.

Nor, in considering the increased expenditure for program operation, should the general rising costs in all businesses be overlooked (see Table IV).

There are other areas, of course, in which these increased expenditures have been concentrated—but these, as the questionnaire results indicate, are the principal ones. Although these substantial amounts are being expended toward improvement of service to listeners, there is no conclusive indication that broadcasters believe they or the listeners are getting their money's worth (see Table IV).

The conclusion seems indicated, if one considers this questionnaire's results in juxtaposition to the first questionnaire's compilations (Nov. 4 and Nov. 18) that broadcasters assume there is a need for more local programming, are willing to spend their money for it but do not have available sufficient time to schedule it most effectively or sufficient personnel of high enough caliber to do the maximum job.

If such premises are acceptable, then it might be concluded—although others may see different interpretations in the results—that broadcasters felt compelled to make revisions in their program policies coincident with Blue Book stipulations, whether or not they believed such changes were in the best interests of good listening. As part of its Ballot No. 2 among station managers, BROADCASTING TRENDS—through Audience Surveys Inc.—asked these two questions:

Now that 9 months have passed since publication of the FCC's Program Report (The FCC Blue Book), what do you think will be its long-term effect:

—from the listener's point of view:

—from the station's point of view:

Do you consider the provisions of the FCC Program Report as regulations which *must* be followed by broadcast licensees?

A detailed report on the replies to these questions will be published in BROADCASTING, Dec. 16.

Hidden Light

HUGE neon "Listen to KYW" sign was added to famed 186-foot Westinghouse display in Philadelphia, to celebrate National Radio Week, but the eight-foot high letters were victims of the brownout ordered by Civilian Production Administration. When the brownout ends, though, the 9,000 feet of neon display will be augmented by the KYW message.

Television Tests Begun By WMAL in Washington

WMAL Washington is conducting first television tests with two image orthicon cameras delivered last week by RCA. The Washington *Evening Star* station plans to go on the air early next year with television and FM outlets as soon as equipment can be installed.

Transmitters for both video and FM will be located on the campus of American U., with which WMAL has a radio workshop arrangement. CPA permit has been granted for remodeling of a college building. Preliminary television tests are being conducted by Dan Hunter, chief engineer, and Frank Harvey.

To Discuss Union

OFFICIALS at WOR New York will meet with the Radio Guild of the United Office and Professional Workers of America (CIO) to discuss the issue of union representation of the station's white collar workers after the current AFRA negotiations are completed, it was announced last week.

NBC IN THE PACIFIC SINCE 1931

KGU HONOLULU

HAWAII'S FIRST STATION

FIRST IN YEARS

FIRST IN SERVICE

Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

High-Powered Money in a High Quality Market

is the combination that WRNL in Richmond offers.

With a high-average per capita income —

$1,445 RICHMOND

$1,117 U. S.

Plus a high-average per capita retail sales —

$563 RICHMOND

$321 U. S.

Your WRNL advertising means greater sales return for each advertising dollar.

WRNL 5000 WATTS

RICHMOND, VA.

NIGHT & DAY

910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

Hon. Curt Peterson
Marschalk & Pratt, Inc.
New York City
Dear Curt:
One thousand, four hundred and sixty times every year the Standard Oil Company of New Jersey sponsors "Your ESSO Reporter" over WCHS. I guess that's what you call a lot of sponsorin'. Anyhow, last week the boss invited all the ESSO dealers and local ESSO executives to a big dinner . . . no speeches, just a get together of the boys to find out what they thought of "Your ESSO Reporter." Well sir, just as we expected the dealers all think we're doing a swell job to help them sell ESSO products. They also liked the idea of the turkey dinner . . . the personal touch . . . but that's the way we do business here at WCHS . . with a personal touch.

Yrs.
Algy

WCHS
Charleston, W. Va.

Transcription

(*Continued from page 16*)

cation announcements be separated from the program itself.

When Commissioner Durr asked if NBC desired tightening of the rule, Mr. Margraf said the network merely desired that the public be informed of the nature of the program. He said the rule should be based on the encouragement and protection of live programs. He did not object to appearance of applause in transcribed broadcasts.

Two Main Types

Mr. Haley, for ABC, said there are two main types of recorded programs—disc jockey or phonograph record broadcasts transmitted while actually being produced, and transcribed shows specially prepared for delayed transmission. The transcribed programs offer a chance to perfect timing and eliminate faults, he said, and offer no threat to development of talent.

He said the FCC rule should not require identification where broadcasts are delayed less than four hours because of time zone or daylight time situations. ABC's use of recording during the daylight time period last summer worked well, he added.

Commissioners Hyde and Jett agreed the public doesn't understand the word "transcription," with the term "mechanical" or "electrical reproduction" suggested as an alternative.

During Mr. Haley's appearanec all Commissioners took part in a discussion of the public's angle, giving the impression they felt the public should not be misled. Harry M. Plotkin, FCC assistant general counsel, asked if transcriptions would be used more than once if Petrillo permitted. Mr. Haley said "probably." He said, in answer to Mr. Hyde, that he believed FCC had authority to hand down regulations covering identification.

Mr. Scott said his contacts among listeners in a rural area indicated they resented frequent identification of transcribed announcements, but didn't mind them on programs of more than five minutes. Mr. Denny wondered if this was due to "the large number of spot announcements."

Revision Proposal

Reed T. Rollo, appearing for KFI Los Angeles, submitted a brief calling for recognition of the merits of and advantages of live broadcasting and undesirability of misleading the public. The brief called for revision of the proposed rule to preserve the requirement of an announcement where talent is identified.

Leonard H. Marks, counsel for WPIK Alexandria, Va., and KTHT Houston, reviewed the history of the regulation, recalling that in the early 20's stations with a Class B signal—the best at that time—could not use phonograph records except in emergency and this concession was removed when these emergencies became too frequent.

Mr. Marks contended that stigma is attached to the identification announcement and felt the FCC should determine at the time of license grant or renewal if stations are deceiving the public. The public is not naive, he said, and nonmetropolitan areas are fully aware that small stations are not presenting ranking artists in person. He suggested the rule should be clear and then be implemented by administrative interpretation. He felt there should be a distinction in the rule in favor of small stations.

American Federation of Musicians did not appear at the hearing, though it filed a brief in August opposing any liberalization of the rule as harmful to programming and cutting off employment opportunities [BROADCASTING, Sept. 2]. Briefs also had been filed by CBS, which called the proposed rule vague and confusing; by KVOO Tulsa, which argued identification is necessary when talent is named; by WTMJ Milwaukee, similar to KVOO.

NETWORKS ASSIGN MEN TO BYRD TRIP

THE FOUR major networks last week announced correspondents who will cover the forthcoming Naval expedition of Adm. Richard E. Byrd to the South Polar regions.

Arthur Hannes, of the KMOX St. Louis staff, will represent CBS. NBC will send Max Hill. Lee Van Atta has been assigned by ABC to cover the expedition. He will also represent INS. Mutual has named Roy Gibbons, who will also represent the *Chicago Tribune*.

The Byrd convoy of Naval ships will leave early in December and is expected to reach the South Polar regions sometime in January. Broadcasts will be made from time to time by the correspondents while the expedition is en route, as well as during the stay in the Antarctic.

Show Plan Dropped

PLANS to produce *The Big Show* starring Mickie Rooney, Groucho Marx, Ilka Chase and other Hollywood talent for sponsorship by nationwide department stores on participating basis were dropped Wednesday, Walt Schwimmer of Schwimmer & Scott, Chicago, told BROADCASTING. Mr. Schwimmer said difficulty in lining up a sufficient number of department stores was primarily responsible for his decision. Mr. Schwimmer is president of Radio Features Inc., the production company which was created several months ago to represent the agency's radio interests and which would have produced the program. Although 28 department stores had signed contracts to sponsor the program over Mutual, Mr. Schwimmer said production and talent costs would have been too great for this limited number of sponsors. He said department stores generally are still not radio conscious on a national scale although their total advertising ranks with tobacco, food and drug advertisers in dollar volume. Contracts with talent which was to appear on program have been returned, Mr. Schwimmer said.

Bigelow Now VP

JOE BIGELOW, supervisor of comedy writers for J. Walter Thompson Co., New York, has been named a vice president of the agency. He has been with J-W-T for seven years.

ED BERLIANT OFFERS A NEW SERVICE FOR BROADCASTERS

TO ANYONE who is considering the building or renovating of a broadcasting station, Ed Berliant offers a new plan that will eliminate all construction headaches and at the same time provide more revenue by *getting the station on the air months sooner.* You just turn over to him all responsibility for getting the job done, at a moderate fee.

This Unique Service Includes:

1. Work with foremost consulting engineers
2. Preparation of application (except engineering)
3. Surveys of sites and listener potential
4. Complete construction of building
5. All equipment, including *scarce items,* at no extra cost
6. Help in selecting qualified personnel

Ed Berliant draws upon his long years of experience in radio in getting your station on the air. He knows that anybody can follow a blueprint. Ed Berliant not only draws the blueprints in the first place; he builds from them with all the knowledge that only experience can give, with equipment that only nationwide contacts can uncover. Thus you get a perfectly equipped station much sooner than you could otherwise expect, and can be on the air making money while your competitor is wondering how he will even begin construction. You are invited to write to Ed Berliant today.

For the Southeastern states, Ed Berliant offers a fast trouble-shooting service. Call VErnon 7003 in Atlanta any time of day.

ED BERLIANT
Chamber of Commerce Bldg., Atlanta 3, Georgia

FCC Views

(Continued from page 19)

ceeding, he contended.

Chairman Denny said that the size of FCC's workload may make it "desirable" to shorten proposed decisions, spotlighting in each one the basic factor on which case was decided. Complete findings on all issues involved, he said, could then be included in the final decision.

WWSW is now on 1490 kc with 250 w fulltime; its application requests 970 kc with 5 kw, directionalized fulltime.

Meanwhile the Commission heard oral argument on proposed decisions on the applications of Scripps Howard Radio and Cleveland Broadcasting Inc. for new 5 kw fulltime stations on 1300 kc at Cleveland (Cleveland Broadcasting won proposed decision); and on five 1370-80 kc applications for San Jose, Salinas, and Berkeley, Calif. (proposed decisions went to United Broadcasting Co., San Jose, and DeHaven, Hall & Oates, Salinas).

Oral argument on proposed decisions involving WTNJ Trenton, WCAM Camden and WCAP Asbury Park was postponed to Dec. 18.

Free Announcements

CKMO Vancouver, B. C., is airing free spot announcements for war veterans to announce their new business ventures. Free announcements run for a month, are serviced just as any other commercial announcements, and are scheduled in such a manner as to cover every type of audience. CKMO already has aided 100 such veterans in conjunction with the government's Department of Veterans Affairs.

Players Honored

A CERTIFICATE of commendation from the Second Army Command has been awarded to a unit of actors and actresses from Basch Radio Productions, New York, for their work at Army hospitals and camps for the past 3½ years. Group, which presents quiz show titled "Let's Play Reporter," received award while at the Halloran General Hospital, Staten Island, N. Y. Following were cited for their work: Frances Scott, Irving Weill, Frances Hamilton, Mildred Clinton, Melvin Randell, Bill Chester, Claire Bennett, Charlie Basch.

I'm worth $175,000,000 and for my money* **WRRF** *is as good as gold*

*The 1945 Bright Leaf Tobacco Crop sold for $175,000,000

SOON 5000 WATTS

When it comes to selling the rich Eastern North Carolina market of more than 600,000 persons, WRRF is "as good as gold" . . . because it is the only regional station that serves this fertile agricultural belt. For results in Eastern North Carolina, use WRRF. Write today for details.

930 KC - 1000 Watts

WRRF

Washington, N. C.

ABC Network
Tar Heel Broadcasting System, Inc.
Natl. Representatives Forjoe & Co., New York, Chicago, Los Angeles

UNION TO NEGOTIATE FOR WORLD EMPLOYES

THE RADIO GUILD, United Office and Professional Workers of America (CIO) has begun negotiations for salary raises and a union contract with World Broadcasting System, a subsidiary of Decca Records.

The union, in a statement to the press last week, said it sought a contract that would cover white collar employes who are asking for a salary increase of 35% or $15, whichever is higher for the individual, and a $30 per week minimum for all employes.

UOPWA said that no agreement has yet been reached with World. A union spokesman termed as "astounding and ridiculous" a World proposal to give employes a $2 per week raise. He said that future action will depend upon negotiations to be held Tuesday morning and indicated that the past two weeks of bargaining had accomplished nothing.

Officials at World Broadcasting System declined to comment upon the union demands.

Chicago Net Affiliates Ready for AFRA Action

(See story page 13)

IF AFRA strike had gone into effect, Chicago network outlets were prepared to replace AFRA talent with station personnel, from top executives down to office workers, with or without experience. In addition to planning replacements for AFRA announcers and actors, NBC, ABC, MBS and CBS were prepared to fill in with live music and transcribed shows, if strike had ever come to a showdown. NBC and CBS particularly were in not too desperate situation since both WMAQ, NBC o&o station and WBBM, CBS o&o station employ large studio orchestras and vocalists, all under AFM.

Although recent Chicago AFRA meeting voted unanimously for the strike resolution, few members favored such action as a result of network's refusal to accede to the "secondary boycott" clause of new contract. Members felt that union had overstepped its authority in attempting to force networks to act as intermediary in any new negotiations with network affiliated stations.

Rosenbaum Honored

SAMUEL R. ROSENBAUM, former head of WFIL Philadelphia and now not active in radio, has received the Order of Polonia Restituta from the government of Poland in recognition of services rendered the Polish people as commanding officer at Radio Luxembourg during the war. He likewise has been decorated by France, Italy, Luxembourg and Czechoslovakia as well as by the U. S. Army.

5 Seek Presidency Of N. Y. AFM Local

Richard McCann, Incumbent, Hopes to Retain Post

FIVE members of AFM Local 802. New York. are running for president in elections to be held Dec. 5 at union headquarters.

Richard McCann, blue ticket member who became president last summer when Jacob Rosenberg died, is a candidate to succeed himself. Pitted against him are Carmen Fleisig, representing the Unity group, and Harry Suber, Henry C. Topper and Samuel Wilson running as independents.

Struggle for control of the nation's wealthiest musicians' union burst to the surface last summer when a court action brought by Mr. Fleisig, charging illegal conduct of the 1944 union elections, resulted in a promise by the defendants, Rosenberg et al., that the next election would be held "on the up and up." The Utility group, a faction claiming 3000 followers within Local 802, wanted the 1944 elections declared null and void.

More than 27,000 musicians hold membership in 802, but no more than 8500 votes have ever been cast in a previous election. Balloting will be done this year for the first time by machines.

WLIB New York, whose present offices are at 850 Flatbush Ave., Brooklyn, N. Y., about Jan. 1 will move headquarters to 30th St., between Second and Third Ave., New York.

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only **ZBM** Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR *United States* — HORACE STOVIN *Canada*

THIS IS RADIO STATION

WHHM

MEMPHIS

(No other station can make this statement)

REPRESENTED NATIONALLY BY FORJOE & CO.

Argentina

(*Continued from page 18*)

taste as does a well-played and sung tango.

Radio is so good in Argentina that only a very small percentage of Argentine radio sets are ever tuned to stations outside the country. The fact that a high percentage of the country's radio receivers are in Buenos Aires, where local stations are so strong that without a powerful shortwave set it is difficult to listen to stations outside the country, may figure in the high national average. The only time when it seems like a good idea to look beyond the borders for entertainment is when some windy *politico* takes over all the stations to discuss a personal or propaganda viewpoint.

The skillful development of Argentine radio programs, also, in my opinion, explains why shortwave gets so sparse an audience in Argentine. Although New York City is now only 32 hours from Buenos Aires by Clipper, it sounds much further away on the radio, over which reception is more often unsatisfactory than otherwise. For some reason, London sounds a little closer.

As for broadcasts from abroad, the British Broadcasting Co. comes on several times daily over two Buenos Aires stations with chain hook-up for a 5-minute British-slanted newscast. The Americans do a similar job through the Cadena-Pan-Americana of the National Broadcasting Co. Of local news programs, of which there are a multitude, *El Reporter Esso*, which is still going strong in its sixth year, continues to be the favorite. The Argentine government, which is fully cognizant of the news-type programs, has a compulsory broadcast every night at 8:30 which all stations in the Republic are required to carry.

Best Air Time

As a result of Argentines drinking and eating a huge-tea-and-trimmings around six o'clock, dinner is not served in most households until nine or after. That makes nine o'clock—or 2100 as it is known here—the best listening hour during the evening. The peak keeps up until eleven when it is not unusual to find the airwaves swooning with the honied words of poets, slumber music by Debussy, or romantic moon-struck tangos or super-saccharine boleros. Since the rules say that radio has to shut down at midnight, there is no "Milkman's Matinee" to keep the nightshift or the neighbors awake.

During these peak hours, which are as hard to buy as atom bomb secrets, the cream of the Argentine stations will not accept anything less than half-hour programs, which usually time about 28 minutes by the stop-watch. The other two minutes are hogged by the "short-phrases" which, worse than American radio's "hitch-hikers," endeavor to hook a cheap ride on your program. The big variety shows, the broadcasts featuring imported stars and Argentine movie celebrities, and the most popular serials and musical programs find their audience during these evening periods.

Strange as it may seem to North Americans, one of the best daytime hours is at eleven on Sunday morning, when the family is home from church and busy reading the bulky Sunday edition of *La Prensa*, Buenos Aires' chief newspaper. This hour, thought by many to be unsurpassed for institutional programs, has been used time and again by a variety of sponsors with big symphony orchestra programs, similar to the *Ford Sunday Evening Hour* in the States.

Lunchtime Good Spot

Radio finds its biggest daytime, weekday audience during the two hours which the Argentines take off for lunch. As during the best evening hours, the leading stations do not accept recorded broadcasts during this period. But when the *senores* have returned to their offices the Spanish soap operas come on, and with enough tragedy and pathos to ring a tear out of a llama. When I asked a servant girl why she never missed a certain radio serial which seemed to be particularly overloaded with death, accidents, and desertion, she replied, "Oh, I love it—it makes me feel so miserable!"

The sponsors for whom soap operas do a job in Argentina are exactly those you would expect them to be: manufacturers of cooking oil, beauty products, foodstuffs, and appropriately enough, soap.

Unless you have a spare warehouse which you are not using, it is suggested that you take it easy on offering cash prizes over the Argentine radio. Recently, to test the size of the audience for an American Home Products show called *Bajo los Luces de Kolynos* (Under the Kolynos Spotlight), we offered as bait cash prizes totaling one thousand pesos—roughly $225 in U. S. dollars. The program pulled 132,000 letters!

Not long ago, the same sponsor nearly threw the Buenos Aires traffic system into panic, when huge crowds jammed the streets around the radio station over which was being broadcast the premier of a famous Latin-American crooner.

Not Much Variety

Although there may not be the infinite variety and originality of radio programs over the Argentine airways as one can find by turning the dial in the States, they do, however, follow pretty much the same pattern. Audience-participation shows are popular, but somewhat limited due to the smallness of most radio studios. The Republic can boast of no "Pampas Quiz Kids," but there are several experts and authorities on the air. One such gent, who is a widely known *raconteur* and authority on *chiollo* folklore, pulls a bagful of mail every week for West Indian's (Standard Oil) *Tierra Adentro* (Inside the Land) program. The music for this show, incidentally, features the compositions and musical instruments of the Argentine colonial period, which music was collected by sending expeditions into the prairie and mountains to record the little-known aboriginal music of the country.

Of the many comic shows on the air, the two most popular are Squibb's *La Cruzada del Buen Humor* and Toddy's *Maestro Vistobueno Ciruela*, the latter of which stars Pepe Arias, the well-known Argentine movie funnyman. Cashing in on the almost fanatical enthusiasm which the Argentines have for "futbol," Federal Soap

OPINION METER makes its debut at WRGB Schenectady during a new television program in which two experts argue a national question. Composite opinion is obtained by each person of a jury of 12 recording his opinion on a small electric instrument held in the hand. Fed into the opinion meter, decisions are recorded on large dial, with 50 and below considered negative, above 50 positive, or convinced by one of the experts. Howard Tupper, m.c. of the program, explains the use of the dials, to be used on the program every other Wednesday night.

WHERE THERE'S SMOKE THERE'S FIRE

and in the industrial fires of CANTON, OHIO, home of WHBC, are many famous 'brand'ing irons that have made worldly impressions.

Babcock Presses and Borg-Warner Steel join such famous names as Timken Bearings, Hoover Cleaners, Republic Steel, Hercules Motors and many others.

New industries mean increased employment and greater buying power. WHBC goes 5,000 watts soon bringing 1,596,000 more people into our coverage area and $1,105,295,000 additional in retail sales.

Place your campaign on WHBC —resolved to do a real job for you in this market. *Watch our smoke!*

whbc

5000 WATTS SOON!

BASIC STATION MUTUAL NETWORK

represented by RAMBEAU

your good neighbor in CANTON, OHIO always a busy city

audiodisc

Fine transcriptions are recorded on Audiodiscs

AUDIO DEVICES, INC., N. Y. C.

sponsors a Sunday noon humorous boarding-house program, which previews that day's sporting events with the various stars representing the most popular teams.

The vital statistics of Argentine radio would from necessity have to mention that of a total of 59 stations in the country, 15 of them are in Buenos Aires, which blanket the metropolitan and suburban listening-audience of three and a half million people. Of these, three are tied up with networks of both short and long wave stations which cover the country from the jungles of the Chaco to the wind-swept sheep ranges of Patagonia. The stations' range reaches out across the Andean *cordillera* into Chile and Bolivia as well as into Uruguay and Paraguay. Few places in the far Southern Hemisphere of the Americas are beyond the hearing distance of Argentina's 59 radio stations.

Every pueblo in the interior of the country has its radio speaker in the public square which screams out commercials like a modern town-crier to the crowds of town and country folk who pass the time of day at the plaza. In addition, there are an estimated 1,500,000 families which own one or more radio sets, which even during the war years were manufactured in Argentina for domestic and export sales. A large percentage of these, surprisingly enough, are produced in backroom, home workshops called *armadores*. Tens of thousands of others, of course, are produced by recognized manufacturers.

As a market, Argentina has lived during the sparse war years at the big end of the *cornucopia*, and the wealth accumulated during these years of unparalled plenty has been dammed up and is merely waiting for products to arrive either from North America or Europe to turn the floodgates of pesos loose.

Argentina's well-organized broadcasting industry offers an effective medium for tapping this tremendous wealth.

WEEK Peoria, Ill., previously scheduled to join NBC on Dec. 25, will join network about Feb. 15, 1947. Delay is caused by construction difficulties.

SLAP HAPPY PAPPY

No—Pap ain't been drinkin'. He's listenin' to his favorite program over WAIR and the thrill he's gettin' is sorta typical of the listening pleasure WAIR provides for this very fertile market. BUY A SELLER!

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

Tune-In Drive First NAB-RMA Project

Set in Every Room Is Goal of Joint Campaign

ALL-OUT nationwide campaign to increase radio's tune-in, devised by the NAB Sales Managers Subcommittee on Sales Promotion, is slated to be the first joint NAB-Radio Manufacturers' Assn. project under the liaison arrangement announced last week [BROADCASTING, Nov. 25].

The program was endorsed by the NAB sales group at its first meeting, held last Monday in New York. It will be given priority on the subcommittee's agenda, according to John M. Outler Jr., WSB Atlanta, chairman.

With home ownership of radio sets now at the 90.4% point the subcommittee decided that higher tune-in can best be effected by a promotional campaign directed toward multiple ownership by American families, especially extra sets for bedroom, kitchen and other parts of the home.

'In Every Room'

RMA, working on its own initiative, has given preliminary approval to a sales campaign designed to put a radio in every room. The plan was approved several weeks ago by the RMA Advertising Committee and will be submitted to the board of directors at its Dec. 11 meeting in the Biltmore Hotel, New York.

Mr. Outler's committee, which arrived separately at the idea of increasing the number of radios in every home, proposed that RMA be invited to join its sponsorship. Promotional ideas include preparation and distribution of promotion kits; enlistment of farm, sports, news and women's program directors; use of station, network and national representatives trade paper advertising; countrywide cross-plugging via station announcements, and employment of "give-away" programs featuring extra sets in prizes.

Explaining how the plan will work, Mr. Outler said:

"We plan to capitalize on the fact that most families miss a lot of fine programming because of divergent listening habits which cannot be reconciled by single set ownership.

'There is too much of this good programming being missed, usually because the most articulate member of the family hears the show that especially pleases him. With more than one reasonably priced set in the home, such as kitchen, bedroom, and similar models, more members of the family can and will listen simultaneously to good programs they now hear by accident."

Among other projects slated by the NAB sales promotion group for immediate action are: Preparation and distribution to the industry of three speeches on various phases of broadcast advertising; survey of NAB stations to determine the average percentage of gross sales allocated to sales promotion; survey and selection of outstanding audience and station promotion devices to be included in an exhibit at NAB district meetings.

Three Speeches

The three speeches are to be prepared for the NAB membership, and will include presumptive questions which experience has shown are frequently asked at open forum meetings. One speech, suitable for presentation by a broadcaster to a radio audience, will cover industry questions such as advertising and its relationship to the national economy, ways of raising copy standards, and related topics.

Second speech will be for presentation to an audience of advertisers or advertising students and will deal with radio's advantages as a medium, its coverage, effectiveness, economy and adaptability.

Third speech will be designed for presentation to business and civic groups. It will deal with radio as an economic and social force, explain why the American system is supported by advertising, and present the argument on behalf of commercials.

Promotion devices will include mailing pieces, car cards, photographs of lobby and other exterior displays, and station publications. Promotional script for local use will be designed to build larger listenership.

Subcommittee members who attended the meeting, held in the BMB board room, were: Mr. Outler; Joseph Creamer, WOR New York; Louis Hausman, CBS New York; John Carl Jeffrey, WKMO Kokomo, Ind.; Eugene Katz, The Katz Agency, New York; E. P. J. Shurick, KMBC Kansas City; Hugh M. P. Higgins, NAB assistant director of broadcast advertising.

RCA Names Halpin

DAN D. HALPIN, pioneer in the promotion of commercial television, has been appointed RCA Victor television receiver sales manager, it was announced last week by H. G. Baker, general sales manager of the RCA Victor Home Instrument Dept. Prior to the war Mr. Halpin was television sales manager for New York and coordinator of first large-screen theatre-television there.

WTAG

HAS MORE AUDIENCE THAN ALL OTHER STATIONS HEARD IN THE AREA COMBINED

LATEST HOOPER RATING

When You Buy Time Buy An Audience

WTAG
WTAG-FM
WORCESTER

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

SELL SAN DIEGO

NUMBER 1 U.S. CITY IN SALES INCREASE

SALES + SERVICE UP 243.16%* SINCE 1939 *SALES MANAGEMENT

148,410** RADIO FAMILIES **BROADCAST MEASURING BUREAU

and sell it best with

KSDJ

CLEAR CHANNEL • 1170 Kilocycles

5000 WATTS

AFFILIATED WITH CBS

KSDJ is the broadcasting brother of San Diego's Great Newspaper-the Daily JOURNAL

Purnell H. Gould, Gen. Manager
Geo. C. Smith, Sales Manager

REPRESENTED NATIONALLY BY FREE & PETERS

Fly Attacks

(*Continued from page 20*)

rupted argument frequently to ask questions of both counsel.

Mr. Cottone argued that the time contract actually gave the Tabernacle control over the station during its broadcast time, whereas the licensee relinquished control in violation of the Communications Act.

He said, in reply to a question by Chief Justice Groner, that the long-term contract "might well have been" a factor in the Commission's decision. He told the court that under the evidence the Commission could have taken no other action, inasmuch as the contract "gave to a third person an interest in the license."

Chief Justice Groner asked why the Commission "didn't say to the licensee and appellant" that certain portions of the contract could not be continued, and give them an opportunity to amend the contract. Mr. Cottone replied the Commission's proposed decision was issued on Sept. 12, 1945, and "they had ample time to correct the agreements."

Hypothetical Case

Justice Miller posed this hypothetical question: "If the Coca Cola Co. wanted to buy a period of time every week for 80 years, would the Commission object to it?"

Mr. Cottone said the FCC "might very well regard it as improper, but the Commission would not attempt to say what the program should be." He cited the WINS sale by Hearst Radio Inc. to Crosley Broadcasting Corp. He said the Commission proposed to turn down the transfer which involved a 10-year time commitment, but later approved the sale after the contract was amended.

Mr. Fly told the court the Tabernacle would "be happy" to "work out something" after Chief Justice Groner asked if something couldn't be worked out in lieu of a long-term contract. In rebuttal he branded Mr. Cottone's contentions that the principals had ample time for readjustment of contract as "so much bosh."

He said the Tabernacle's petition for rehearing was denied by the FCC. Justice Prettyman wanted to know how the Tabernacle would feel if the court construed the Commission decision as applying to the exclusivity and long-term clauses of the time contract. Supposing, he added, the court should require the Commission to order the contract modified, eliminating the long-term provision.

Mr. Fly said the Commission "might have inspired that" but didn't. He contended the contract, as it stood, "would not give the Tabernacle as much control over that station as the networks have." Actual operation of WKBW has been, he said, "in complete accord with Commission policy."

Mr. Fly informed the court, in reply to a direct question, that Churchill Tabernacle has filed suit in New York Supreme Court to recover WKBW, alleging breach of contract. He said the station terminated the contract "shortly after" the Commission's decision, which gave the station 30 days from the effective date of the order—50 days all told—to comply.

Following argument in the New York Supreme Court before Judge Raymond C. Vaughan, Churchill Tabernacle, through Morey & Schenker & Murray, Buffalo law firm, filed its brief Nov. 23.

Meanwhile pending before the Commission is an application of Buffalo Broadcasting Foundation Inc., owned two-thirds by Churchill Tabernacle, for the facilities of WKBW, 1520 kc with 50 w [BROADCASTING, April 8].

FM Assn. Is Granted Commission Okay

Efforts to Carry FM's Story To Listeners Praised

OFFICIAL FCC blessing was given the newly-organized FM Assn. by Charles R. Denny Jr., acting Commission chairman, in a letter last week to the association.

"It is highly gratifying to know that your group has embarked on a crusade to carry the story of FM to every radio listener in the land," wrote the FCC chief after commenting that while FM has most of those close to radio "excited" it is "just another alphabetical combination" to the majority of listeners.

Plans for the first FM Assn. general membership meeting, tentatively scheduled for mid-January, are expected to be completed within a fortnight when Ray Hofheinz, operator of KTHT and KOPY Houston, chairman of the FM Assn. Steering Committee, meets in Washington with Leonard H. Marks, association counsel; Everett L. Dillard and Leonard Asch, comprising the Convention Committee.

Following is text of Mr. Denny's letter:

Believing as we do that the American people will be quick to avail themselves of the advantages of FM as soon as stations and receivers come into their community, provided they are properly informed, the Federal Communications Commission extends its best wishes to the FM Assn. for success in its plans to enlighten the public concerning this new and improved system of broadcasting.

As I stated in my address at the recent convention of the NAB, the Commission considers FM the finest aural broadcast system attainable in the present state of the radio art and expects that eventually the entire nation, except the most sparsely settled Western areas, will be served by FM.

An organization such as yours, concentrating on the building of FM, can perform one of the most valuable services in the history of broadcasting. Those of us close to radio are excited over this revolutionary improvement but to the vast majority of listeners FM is still just another alphabetical combination. It is highly gratifying to know that your group has embarked on a crusade to carry the story of FM to every radio listener in the land.

Upcoming

Dec. 2: Opening sessions of Industry-Government conference on World Telecommunications proposals, State Dept., Washington, D. C.
Dec. 2-6; 9-11: Demonstrations of Nielsen Radio Index, 500 Fifth Ave., New York.
Dec. 11: RMA Board of Directors, Biltmore Hotel, New York.
Dec. 13: Quarterly meeting, MBS Board of Directors, Chicago.
Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.
Jan. 14: Don Lee Stations (5) renewal hearings, Los Angeles.

Long-Distance Signal

TRANS-ATLANTIC transmission in the 50 mc band, highest-frequency radio signal ever utilized in two-way transoceanic communication, was accomplished Nov. 24 by an American amateur, the American Radio Relay League announced last week. Transmitting on 50,002 kc, Edward P. Tilton, operator of W1HDQ West Hartford, Conn., was heard in South Devon England, by Hilton O'Heffernan, operator of G5BY, and in Essex by G6DH, owned by D. W. Heightman. Communication began at 11:16 a. m. EST and continued until 12:25 p. m. when the West Hartford signal faded and disappeared. Sunday's successful transmission may indicate, said the ARRL, that the 50 mc frequencies could be useful for reliable communication over greater distances than the present service area of about 100 miles. Mr. Tilton used a transmitter with 200 w input power and a four-element rotatable beam antenna system to direct energy in the desired direction, increasing the effective power many times. Further exchanges between ARRL members and the Radio Society of Great Britain are expected Dec. 22 when conditions are expected to be favorable.

Violet L. Kimel

VIOLET L. KIMEL, 48, wife of David M. Kimel, WLAW Lawrence, Mass., sales manager, died last week at the Lawrence General Hospital of a heart attack. Surviving are her husband and two sons, Robert I. and Donald R.

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

Sale of Kay Daumit Inc. To C-P-P Is Completed

PURCHASE of Kay Daumit Inc. (Lustre Creme, White Shirt, Forever Amber toiletries) Chicago, to Colgate-Palmolive-Peet Co. at a reported price of $4,000,000 was confirmed this week by Harry Daumit, president of the company which sponsors the 8-8:15 p.m. CST. portion of ABC *Breakfast Club*.

Transfer of the company to Colgate-Palmolive-Peet, one of radio's largest advertisers, was effective Dec. 1.

Sale of Kay Daumit Inc., which was incorporated in 1942 for $10,000, will have no effect on the company's sponsorship of the ABC *Breakfast Club* or its agency, Hill Blackett & Co. Chicago.

French Radio Officials Are Received in Capital

TEN-MAN group of French broadcasting officials conducting an inspection of U. S. television was received in Washington last week by Federal officials and industry representatives. They represent Radiodiffusion Francaise.

Members of the mission are: Stephane Mallein, director of technical services and head of the mission; Yves J. Angel, chief of studies and works, division of television service; Gerard J. Lehman, professor at Superior School of Electricity and consulting engineer to the Central Laboratory of Telecommunications; Emile L. J. Chamagne, chief of service and research; Prof. Yves Roccard; Yvon L. Delbord, engineering chief, division of television studies and president of Commission of Television and Motion Pictures; Henry G. De France, technical director, Society of Radio Industry; Paul F. G. Huet, director of radio department, C' Fse Thomson Houston; Maurice Lorach, *La Television Francaise;* Paul Mandel, research and service engineer, Television de la C' Des Compteurs.

M. M. Mallein, Angel and Lehmann were luncheon guests Monday of NAB President Justin Miller.

LIKE WLS IN CHICAGO

KTUC

GETS RESULTS IN TUCSON

Affiliated with The Arizona Network—KOY, Phoenix, KSUN, Bisbee-Lowell-Douglas

CBS

JOHN BLAIR & COMPANY

Gifts for Party

APPROXIMATELY two dozen clothing and toy manufacturers have contributed merchandise for the WOR New York annual Christmas party to be held in the children's ward of New York's Bellevue Hospital. Committee of WOR employes, headed by Edythe J. Meserand, assistant director of the news and special features division, is working evenings wrapping gifts for the underprivileged children who will receive them at a party Dec. 23.

GOVERNMENT TALENT FEATURED ON W3XL

A SERIES of public interest programs, ranging from choral groups to sportscasts, has been started by W3XL Washington, FM experimental station operated on 98.9 mc by Commercial Radio Equipment Co., of which Everett L. Dillard is president.

Featured is *Government Talent on Parade*, a half-hour program presenting Government employes and Army personnel, 6-6:30 p. m., EST., Tues., Wed., Thurs. These programs originate in the Dept. of Interior studios and are fed over a high-quality FM telephone circuit with a 15 kc line to the W3XL transmitter atop the International Bldg. in downtown Washington.

On Tuesdays the series features a program built by Fort Belvoir personnel on behalf of Army recruiting. Transcriptions are cut and made available to other stations. *Government Talent on Parade* is built and supervised by Willet Kempton, radio and television Director, and Henry (Pete) Meisinger, engineer, of the Dept. of Interior.

Other new programs on W3XL include: a 14-piece dance unit of the U. S. Army Band, Wed.; 50-voice chorus directed by Robert Frederick Freund, Thurs.; twice-weekly hockey games from Uline Arena, Washington. W3XL is now operating from 3-11 p. m.

Commercial Radio Equipment Co. also operates KOZY Kansas City. Mr. Dillard is a member of the FM Assn. Steering Committee and chairman of its Aims & Objectives Committee.

KNX Gives Aid

BLOOD brothers had to be found when a Denver boy required the rare RH-type blood. Noting this on a newswire, Tom Hanlon of CBS-KNX Hollywood aired an appeal. Within a quarter-hour he obtained 12 offers and details for transportation to the Denver hospital were worked out by phone minutes later.

Pulse Notes Drop In N. Y. Listening

Sets-in-Use Up Over Year Ago; Benny Leads Top 10

NOVEMBER RADIO listening in New York dropped 2% below the October level, The Pulse Inc., New York, reported last week, stating that the drop from 24.5 in October to 23.9 in November was attributed to the October broadcasts of the World Series and National League play-off games which received large audiences.

Average quarter-hour sets-in-use for November 1946 was 2% higher than the same month last year, which was 23.5.

Top 10 Shows

The top 10 evening shows in November as listed by The Pulse were: Jack Benny 23.3, *Lux Radio Theatre* 21.3, Bob Hope 19.0, *Chase & Sanborn Program* 19.0, Fred Allen 18.0, *Fibber McGee & Molly* 18.0, Red Skelton 17.7, *Duffy's Tavern* 16.7, Walter Winchell 16.3, *Fitch Bandwagon* 16.3.

The top 10 daytime shows were: *Kate Smith Speaks* 6.9, *Our Gal Sunday* 6.9, *Helen Trent* 6.8, News —H. Clark 6.5, *Aunt Jenny* 6.3, *Big Sister* 6.0, *Rosemary* 5.7, *Ma Perkins* 5.6, *Young Dr. Malone* 5.5, Arthur Godfrey 5.3, *Road of Life* 5.3.

Saturday and Sunday shows listed were: *The Shadow* 12.0, *Counterspy* 12.0, *Quick as a Flash* 9.7, *Children's Hour* 6.7, Army vs. West Va. football 6.3, *True Detective Mysteries* 6.3, News — C. McCarthy 6.0, *House of Mystery* 6.0, *Family Hour* 6.0, *Hour of Charm* 5.7, 11:30 News, B. Crosby 5.7, N. Y. Philharmonic 5.7, *One Man's Family* 5.7, News—G. Putnam 5.7.

FCC and Industry Groups Agree on NARBA Data

PRELIMINARY meetings preparatory to the U. S. proposals for the Third North American Regional Broadcasting Conference next year were concluded Wednesday with industry and FCC engineers in agreement on general recommendations to the Commission, George P. Adair, Commission chief engineer, announced.

Although no announcement was made of accomplishments, it was understood the engineers agreed on standards of engineering practice much along the lines of those in use domestically in the U. S., with some alterations applying on an international basis. Sessions held Nov. 19-20 [BROADCASTING, Nov. 25] and Nov. 26-27 were punctuated by lively discussions.

Proposals for the next NARBA must be in the Inter-American Radio Office, Havana, no later than Jan. 2, under an amendment to the NARBA Interim Agreement which was adopted in Washington last Feb. 25.

Three GOOD STATIONS

KRBC *Abilene* KBST *Big Spring*

KGKL *San Angelo*

the WEST TEXAS NETWORK *affiliated* ABC TSN

Serving an Empire of Wealth—32 West Texas counties—Rich in Farming, Ranching, Oil, and multiple smaller industries . . .

Represented by

JOHN E. PEARSON CO.

The Texas Rangers Sell COFFEE* ON WLAP

Lexington, Ky.

** JFG!*

NEW YORK OFFICE
475 Fifth Avenue

An Arthur B. Church Production

HOTEL PICKWICK, KANSAS CITY 6, MO.

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

DOING A PEACH
OF A JOB

KFXJ
GRAND JUNCTION
920 KC 1000 WATTS
MUTUAL

SERVING THE RICH FRUIT
BELT OF WESTERN COLORADO

SOON!
50,000
WATTS
TRANSMITTER NOW
UNDER CONSTRUCTION
KOMA

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

AD POLICY IS GIVEN BY RELIGIOUS OUTLET

WKAX Birmingham, Ala., new daytime station which received an FCC grant Nov. 21 to change from noncommercial to commercial but still nonprofit operation [BROADCASTING, Nov. 25], last week announced its advertising plans and said its "chief motive" will remain "the preaching of the Gospel."

In its request for commercial operation, the station told FCC it had operated for 14 weeks on donations and could continue except for city building laws requiring a new studio structure. For this reason and in view of a possible FM application, WKAX said, commercial operation would be necessary at least for a while.

Station was granted last February, for 900 kc, 1 kw, daytime only. Licensee is Courier Broadcast Service, which is underwritten by Birmingham Bible Institute, Birmingham Gospel Tabernacle, Radio Revival and Radio Chapel. Dr. Glenn V. Tingley, board president, said "only that portion of time needed to supply sufficient operating income and provide for expanded program and increased facilities will be sold." None, he said, will be sold for politics or for advertising alcoholic beverages, tobacco, or theatres. Public donations, he added, will still be needed.

Plans Incomplete

PLANS for a television series featuring Drew Pearson and sponsored by Frank H. Lee Co., Danbury, Conn., hat manufacturer which also sponsors commentator in a quarter-hour Sunday evening series on ABC, were still incomplete last week. William H. Weintraub Jr., television director of William H. Weintraub & Co., New York, Lee agency, said that no contract has been signed but that the idea is still under consideration. ABC video department, which had previously announced television series, was optimistic that it would materialize as planned. Show is designed as series of 13 half-hour programs, with national personalities as guests, to originate in Washington and sent by coaxial cable to New York for telecasting.

Wakefield to L. A.

FCC Comr. Ray C. Wakefield is slated to leave Washington Dec. 14 for Los Angeles to preside in hearing starting Dec. 16 on 1540-30-20 kc applications. The case has been expanded to include San Gabriel Valley Broadcasting's request for a new Monravia, Calif., station on 1520 kc, 1 kw, day only. Other applicants, all seeking new 5 kw daytime stations: Huntington Broadcasting Co. (1540 kc), Huntington Park; Coast Radio Broadcasting Corp. (1540 kc), Los Angeles; Hollywood Community Radio Group (1530 kc), Los Angeles.

Bell Joins WGAY

DON BELL, former war correspondent, has resigned as night news editor of MBS to become director of news and special events at WGAY Silver Spring, Md., which begins broadcasting about Dec. 7.

Mr. Bell

Captured by the Japanese in the Philippines in 1941, Mr. Bell survived three years of imprisonment. Upon his liberation he became a Mutual correspondent in the Pacific.

Mr. Bell's coverage of the Orient and the Pacific extended over 19 years. One of his assignments was coverage of the atomic bomb tests.

U. S. EYEING CONTEST OVER BERLIN STATION

STATE DEPT. last week was observing, without comment, a dispute between the Russian and British occupation forces over use of the powerful Radio Berlin—now in the hands of the Soviet Union. Although under the Potsdam agreement, the Allied Nations were to have shared time on the powerful transmitter, Britain charges that Russia has usurped the station's facilities, refusing Britain, France and the U. S. time on the air.

Studios of the station are located in the British sector of Berlin while the transmitter itself is in the French sector. Since the Russians were the first to reach Berlin, they are said to have claimed priority to the station. Britain, meanwhile, is broadcasting with a 2-kw station while the U. S. uses a 1-kw mobile transmitter. Russia has given time to all German political parties but has refused time to the U. S., France and Britain.

State Dept. said it was a dispute in which the occupational authorities are concerned and that no formal action would be taken unless requested by the U. S. commanding general in occupied Berlin. Both U. S. and British authorities are concerned over reports that Russia has been removing valuable radio equipment.

Plans Campaign

PURITAN Co. of America, Chicago (ReaLemon) has contracted for 13 weeks sponsorship of Paul Gibson, Mon.-Wed.-Fri. 8:30-8:45 a. m. (CST) over WBBM Chicago as first station in nationwide radio campaign. Other cities in which sponsor expects to use radio include New York, Philadelphia, Cleveland, Detroit, Pittsburgh, Boston, St. Paul, Minneapolis and St. Louis. Campaign is contingent upon outcome of present coal strike. Company will use quarter hour local transcribed musical programs on three-a-week basis according to agency.

LISTENER INCREASES ARE CITED FOR WNAX

A COMPARATIVE study of listening in the WNAX Yankton, S. D., area, based on identical listener diary studies was released by The Katz Agency, New York, national representative of WNAX. In an audience study of a regional station when it changes networks, and the effect of the end of hostilities on radio listening habits, WNAX made identical listener diary studies in comparable weeks of 1945 and 1946 in the same 80-county area, using the same sample size and controls (500 cases: 43% farm, 57% non-farm).

WNAX switched from CBS to ABC in the period between the two studies. The 1946 survey showed that the station ratings increased in 355 quarter-hours of the week, decreased in 134 and remained constant in 11.

The five principal NBC stations serving the area had a composite evening rating of 11.8, one point higher than the WNAX-ABC nighttime average rating of 10.9. CBS dropped from number one position in 1945 to third in 1946.

Audience composition statistics indicated that in 1946 there were generally more men listeners than in 1945, a change undoubtedly produced by the return of men from the armed forces.

Nielsen Showing

A. C. NIELSEN Co. will stage a series of demonstrations of its audimeter-based "Nielsen Radio Index" in New York this week and next, following a similar demonstration held some months ago at the company's Chicago headquarters. Starting at 4:30 in the afternoon at the Nielsen New York office, 500 Fifth Ave., the demonstration will cover the complete procedure used in collecting and tabulating the data from which the index is compiled. Demonstration will be followed by a dinner and discussion at the Biltmore Hotel. Eight sessions will be held, Dec. 2, 3, 4, 5, 6, 9, 10, 11, so that all interested station, agency and advertiser executives may have a chance to learn the NRI story.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL
ADVERTISERS Looks Like
WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS—SOON!

WWON Woonsocket Is Now in Operation

WWON Woonsocket, R. I., new fulltime, 250-w outlet on 1240 kc, began operation in mid-November under direction of James A. Iodice, president. Owned by The Associated Electronic Enterprises, station has studios and offices in Commerce Bldg., 99 Main St.

Call letters previously had been WEBI, which identify listing in BROADCASTING, Oct. 21. WWON was incorrectly represented as a 1 kw-daytime only operation. Treasurer of Associated Electronic Enterprises is Garo W. Ray, consulting radio engineer who also is identified with WNHC New Haven, Conn. Vice president is Harold Michaels, radio engineer. Mitchell F. Stanley, formerly of WINN Louisville, Ky., and WNAB Bridgeport, Conn., is station manager.

ABC Affiliates Planning To Increase Programs

SOUTHEASTERN affiliates of ABC held their annual meeting at Ponte Vedra Beach, Fla., Nov. 16, 17 and 18. Plans for increasing programs in fields of public service, agriculture and news were discussed and plans for network rate structure were made which will soon be published.

Bill Bochman of WCOS Columbia, S. C., representative of the network advisory board presided at business meetings and WPDQ Jacksonville acted as host station.

Officers of the Florida-ABC Network are: Robert R. Feagin of WPDQ Jacksonville, president, who presided at the meetings; Pete Kettler, vice president; Frank Taylor Jr., secretary-treasurer; and Norman Brown, program director.

Ruth Braden of WBSR Pensacola was welcomed as eighth affiliate and appointed member of the board of directors. Other affiliates represented were: Miller Babcock, WGBS Miami; Norman Brown, WSUN St. Petersburg; Bill Davis, WMFJ Daytona Beach; and Frank Pepper, WRHP Tallahassee.

ONE OF THE REALLY BIG, RECOGNIZED TRANSCRIPTION COMPANIES, WITH A SALES ORGANIZATION FROM COAST TO COAST,

is looking for open-end, 15 or 30 minute programs that have been transcribed and are ready for sale. Royalty or outright purchase. Also interested in custom-built transcribed programs that may have been used regionally, but could be used for local sponsorship.

Write
Box 325, BROADCASTING

CBC PLANS CANADIAN STUDY OF TELEVISION

A STUDY is to be made of the television possibilities in Montreal and Toronto by the Canadian Broadcasting Corp. Following the November board of governors meeting at Ottawa, CBC Chairman A. D. Dunton stated that the CBC board of governors "has decided that studies should be made of the possibilities of establishing publicly-owned television facilities in Montreal and Toronto. Included in the study would be the possibilities of participation in the operation at such centers by others interested in the development of television in Canada."

No definite date has been set for the study to be started. While about 18 stations have applied for television licenses in Canada, none have been granted by the Department of Transport, Ottawa, which only grants licenses on recommendation of the CBC board of governors.

Service Tilt

GILLETTE Safety Razor Co., Boston, last week added to its list of video sports events by sponsoring the Army-Navy football game Saturday in Philadelphia. Game was televised by NBC's television crew, using four image orthicon cameras, and was telecast by WPTZ Philadelphia, WNBC-TV New York and WRGB Schenectady. Fed from Philadelphia to New York by coaxial cable, the telecast was also sent to Washington where it was witnessed by a group of invited guests at NBC's station, WRC. Bob Stanton and Ben Grauer did the vocal descriptions. Burke Crotty, NBC television director of field programs, handled production on the program, using the network's telemobile truck as a control room. Maxon Inc., New York, is the Gillette agency.

Regional Net in Arizona Formed by New Grantees

FORMATION of an Arizona regional network, comprised of newly-licensed stations in Phoenix, Tucson, Mesa and Douglas, Ariz., was confirmed this week by Mrs. Gene Burke Brophy, owner-operator of KRUX (1340 kc, 250 w) Phoenix-Glendale. Operation of KRUX is expected to begin about Jan. 1, with other stations in Yuma (1400 kc, 250 w) and Flagstaff (1240 kc, 250 w) as yet unnamed, scheduled to begin operation later in 1947. Mrs. Brophy has an application pending for a station in Nogales, Ariz., which is expected to become part of the proposed regional.

Appointment of John D. Morgan, promotion director for WIND Chicago, as executive assistant to Mrs. Brophy was also announced. Mr. Morgan will head promotion and publicity departments for both the individual stations and the state regional. Before the war he was radio director and copy chief of Phil Gordon Adv., Chicago.

Inaugural Program Marks WHOM Ownership Shift

A SPECIAL inaugural program was held Sunday, Nov. 24, signifying the transfer of ownership of WHOM New York to Generoso Pope, Italian newspaper publisher.

The program, broadcast from the Cascade ballroom of the Biltmore Hotel in New York City, featured dedication ceremonies in which Mayor William O'Dwyer officiated and at which City Council President Vincent Impelliterri and Supreme Court Justice Ferdinand Pecora also spoke. Four metropolitan opera singers, headed by Vivien Della Chiesa, furnished music for the occasion.

The 90-minute broadcast was aired in two portions, one of which was in English and the other in Italian. The station was acquired from the Cowles interests and is Mr. Pope's initial venture into the radio field. Fortune R. Pope, son of the new owner, has been appointed executive vice president in charge of the station.

KTFS Has 50 Accounts As It Goes On the Air

STAFFED BY veterans under 30 years old, KTFS Texarkana, Tex., which went on the air in late October, operates on 1400 kc with 250 w. Fifty local 52-week commercial accounts are on contract.

General manager is David M. Segal, 24-year-old part owner, who was formerly manager of WROX Clarksdale, Miss. Henry N. Fones, chief engineer, is part owner of KTFS as well as part owner of WDSG Dyersburg, Tenn. Program director is Les Eugene, formerly with WROX. Using World transcription service, the station stresses local programming and carries newscasts of local events only.

WLOW Portsmouth, Va. Construction Is Started

WLOW Portsmouth, Va., which was granted CP for new AM station July 25, has begun construction of its studios and transmitting site.

Jack Siegel, who during four years of Army duty was chief inspector for Fifth Air Forces and saw service from the Philippines to Okinawa, is secretary-treasurer of the firm and chief engineer. William Manrov, formerly with WCHS Charleston, W. Va., is assistant chief engineer.

Hoke Vertical Radiator Co. will install 205-foot tower. Collins radio equipment will be used.

New W6XYZ Schedule

SIX-DAY schedule of two to three hours daily was to become effective Dec. 1 for W6XYZ Hollywood, television outlet of Paramount Picture Corp. W6XYZ has acquired exclusive video rights to all of season's hockey and basketball games played at Los Angeles Pan-Pacific Auditorium.

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YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE

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IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

FOR THE "World's Best Coverage of the World's Biggest News"
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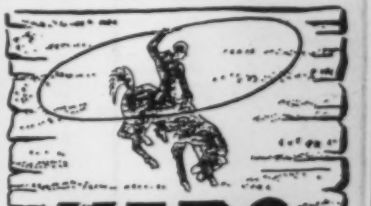

KFBC
CHEYENNE, WYOMING
KFBA—FM
American Network
REPRESENTED BY RAMBEAU

REASON WHY
PEOPLE IN KANSAS AND ADJOINING STATES DEPEND ON FARMING FOR A LIVING. THAT'S WHY WE'VE PROGRAMMED TO THEIR NEEDS FOR 20 YEARS. AND IT'S WHY THEY BUY WIBW-ADVERTISED GOODS.
WIBW The Voice of Kansas in TOPEKA

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Applications are invited from broadcast station engineers capable of taking full charge as technical director of community FM station authorized for Northern Jersey. Only veterans with actual AM or FM station experience should apply. Modern living quarters will be provided at transmitter site. Write fully and in confidence about yourself, family, education, qualifications, experience, desired salary, references and enclose small recent photo. Box 260, BROADCASTING.

Account executive: Previous radio selling preferred, to take over established accounts. Good future. Car necessary. Give complete information first letter. Replies confidential. Eastern Seaboard. Box 272, BROADCASTING.

Wanted at once: Man to assume general managership of long-established radio station in southern California. Future assured for right man. Good salary to start and share of station ownership if applicant qualifies. This is a golden opportunity for a man who has good background in radio. Must be able to report in short time. In answering give full details of background, present employment, salary expected, and reasons for wanting to come to southern California. Only those suited to assume full management of station need apply. References will be required. Answer Box 273, BROADCASTING. Immediate response is necessary.

Commercial manager wanted for new daytime station Oklahoma City, 890 kc, 1000 watts. We want man capable and interested in personal selling; don't want sales supervisor. Also desire three announcers who are World War II veterans. Box 288, BROADCASTING.

Announcers—New middlewest station in major market accepting applications. If experienced in production, news or farm reporting apply at once. Send full information, experience and salary requirement. Excellent working conditions. Permanent positions for right men. Write Box 292, BROADCASTING.

Wanted: Office receptionist with copywriting experience. Send picture, full details and salary requirements. KCOW, Ellensburg, Washington.

Wanted—Two engineers with first class tickets for 250 watt midwest station. Salary $1.10 hour forty hour week. Write Box 298, BROADCASTING.

Wanted—Experienced program director for 1000 watt daytime Mutual station in North Carolina. Salary $55.00 per week. No need to apply unless experienced. Send all details in first letter. Position must be filled on or before December 7th. Box 299, BROADCASTING.

Experienced time salesman opening on southern station. Interested only in man whose production will justify $5,000 yearly minimum. Box 301, BROADCASTING.

Wanted—Manager for new midwest radio station. Must be presently employed as manager or assistant. Write detailed letter of qualification and starting salary. Box 305, BROADCASTING.

Prominent midwest regional needs experienced commercial announcer. Splendid opportunity for man with proven air sales background. Box 313, BROADCASTING.

Announcer, competent record jockey and general announcing. New England regional station. Replies confidential. Box 316 BROADCASTING.

Announcer with first class license. $250 per month plus bonus. Send transcription, snapshot, reference. KCOW, Ellensburg, Washington.

Announcer—ABC affiliate in midsouth has immediate opening for good experienced announcer. Should be thoroughly familiar with all phases of general announcing and capable of writing good commercial copy. Send complete outline of qualifications, experience, past and expected earnings, also voice recording to Frank S. Proctor, WTJS, Jackson, Tennessee.

Operator: Must have studio and transmitter experience, first class license. Send full details, WOAI, San Antonio, Texas.

Help Wanted (Cont'd.)

Wanted: man with first class phone license for transmitter operation on 250 watt network station. Contact James V. Sanderson, Radio Station WHBS, Huntsville, Alabama.

Immediate opening for announcer and news editor or combination man. Must be versatile and experienced. Good starting salary and opportunity to show us what you can do. Rush transcription. KTRI, Sioux City, Iowa.

Combination announcer-operator. Good man or willing learn, send complete information air mail, KDFN, Casper, Wyoming.

Wanted: Transmitter engineer who is interested in permanent connection; no announcing. Wire or write WMSL, Decatur, Ala.

Announcer for CBS affiliate. Ideal working conditions in modern plant and in finest climate in USA. Send audition, photo and salary requirements to Frank Parker, Station KGBS Harlingen, Texas.

Program director. New 250 watt network affiliate needs an experienced, versatile man to help build progressive local programs, assist in announcing and supervise production details. Send us photograph, disc and full details. An interview can be arranged. Station WILK, 226 Second National Bank Bldg., Wilkes-Barre, Pa.

Engineer-announcer: Mutual affiliate, with thirteen years experience, now has application for 1 kw and wants a combination man with accent on announcing. Salary is good and personnel are congenial. Here is a good place to work and live. Send complete details in first letter. Station WLAY, Muscle Shoals, Alabama.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Complete staff for 250 watt local station opening in Great Falls, Montana about November 23rd. Need 4 combination operator-announcers, one must be capable handling sports. 1 girl to act as receptionist, handle front office, write some copy, supervise traffic. 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.

New station in metropolitan Arizona area needs a good disc jockey. Our studios and transmitter are combined, so he should have a first class ticket. However, technical experience is not important. If he can do other things around a radio station so much the better. There is a good salary with a rapidly growing organization, for the right man. Rush details, references, photo, and transcription to Al Stein, Program Dir., KARV, Box 31, Mesa, Ariz.

A 250 w, soon-to-be-network, station needs a man or woman with a first-class license. If you are looking for a springboard to a successful career in any phase of radio, you could learn a lot of things in this station. Write giving background and expectant salary to Box 321, BROADCASTING.

Radio's Reliable Resources, Personnel Service, Box 413, Philadelphia, has openings for copyright-announcers, engineers, salesmen.

Wanted: Experienced traffic clerk by 5000 watt CBS affiliate. Box 323, BROADCASTING.

KWTO Springfield, Missouri needs versatile announcer immediately. Contact Bill McCord. Send audition.

First class operator. WENT, Gloversville, N. Y.

Salesman: East Texas city of 50,000. Mutual affiliate. Commission and drawing account. Single man with car preferred. Box 326, BROADCASTING.

KGBS, Harlingen, Texas needs phone first licensed engineer, working conditions good, telegraph if interested.

Situations Wanted

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Manager, thirteen years experience, presently employed. Have held all jobs in station operation. Worked for only four stations. Successfully managed 250 watt station past two years. Have increased business over 50% in gross revenue since taking over station. Reason for leaving, better salary. Prefer to work in east, middlewest, Carolinas or Virginia. Write Box 265, BROADCASTING.

Combination announcer-engineer. Well trained voice. First class license. Eleven years broadcast experience including chief engineer, program director, manager. Please advise best salary. Box 271, BROADCASTING.

General manager—Excellent record, top references, seeking permanent small station location in east or south. Young, married, employed at present. Box 285, BROADCASTING.

Music or program director, head of music department midwest college would make fine addition to your staff. Excellent training, Ph. D. in music and dramatics. Theatre experience, some radio. Play Hammond and Solovox. Wife exceptional pianist and accompanist. Box 290, BROADCASTING.

Announcer—Young man, 23 years old desires announcing position at progressive station. College graduate; one years experience Washington metropolitan area. Box 291, BROADCASTING.

Need a chief engineer—To assist with installation of your new 250—1000 watt station and remain on staff? Have first class license, fifteen years of experience as electronics technician. Capable supervisor. Age thirty-eight. Married, healthy, sober, good habits. Presentable. Can furnish excellent references as to technical ability. Write Box 295, BROADCASTING.

Announcer—Sports, news, and commercial experience. Go anywhere offering good future. Sober, serious. Audition disc and photo available. Box 296, BROADCASTING.

Versatile announcer of network caliber desires association with congenial staff that accents production. Age 27, married, 2 children, personable. Air Forces veteran, well-experienced major markets, no floater. Please quote salary and talent fee setup first letter. Disc and photo available. Finest references. Please no $50—and-all-diamond-dust-can-chip-from-styli responses. Present earnings much better. Box 300, BROADCASTING.

Are your news sponsors happy? Give them something they didn't expect to get—an outstanding personality who has just completed two years as a commentator-analyst on a major network. Thirteen years in radio, including six years as chief of news department, progressive midwest station. Agreeable to newscast or commentaries, but former preferred. Politically unfettered, dealing in light instead of heat. Opportunity to enchance station's prestige through exploitation. Dramatic, authoritative voice of excellent quality that sells both news and sponsor products. Thirty-nine. Married. Smooth temperament. Sober habits. Get the full story by writing to Box 302, BROADCASTING.

Nothing fancy. Reliable announcer, two years experience. University graduate. News, copywriting, publicity background. Go anywhere. Prefer Southwest. Box 303, BROADCASTING.

Transmitter operator—former ship radio operator, four years broadcast 1 and 10 kw directional, single, age 46, desires steady employment. Box 304, BROADCASTING.

Chief engineer available on short notice. 17 years experience. Prefer the south. Best of references. Box 306, BROADCASTING.

Florida only—Manager, new station experience, available for manager or assistant manager-program director, veteran, 33, married, technical background, experience in all phases, major metropolitan and small stations since 1931, highest references, reasonable salary. Box 307, BROADCASTING.

Announcer-writer. Vet 27, married, thoroughly trained all phases radio. 2 years journalism, good knowledge news, music, sports. Dependable. Exc. ref. Box 308, BROADCASTING.

Situations Wanted (Cont'd)

Graduate of announcers' school wants to work, long and hard, for small station. E.t. available. Box 312, BROADCASTING.

General manager. A progressive young family man presently employed in a top executive capacity by a station in metropolitan market desires opportunity to build new station into a successful organization. If you have construction permit or awaiting same for station in city under 100,000 population let this experienced radio man assume the complete responsibility of getting your station on the air and keeping it on the air by selecting and leading qualified staff. Personal interview desired. Box 314, BROADCASTING.

Young woman, BA degree, postgraduate in journalism, experienced public relations, broadcasting, publicity, industrial entertainment; desires position radio station Washington, D. C. or environs. Box 317, BROADCASTING.

Would a new or old station in Seattle-Bremerton-Everett-Tacoma area like a young woman continuity-writer, commentator, control-operator, news-editor, transcription-librarian, producer and promotion assistant? NBC-Hollywood trained, university Masters' Degree, employment experience on 5000, 1000 and 250 watt network independent stations, also as university instructor in charge of radio classes. Now employed, but returning permanently to Seattle January 1st. Write "B.H.," Box 268, Bozeman, Montana.

Traffic—continuity—women's shows—control board operator, all rolled in one. Interested? Write J. Smith, 269 North Franklin Street, Washington, Pa.

WANTED

Promotion Manager

A 50,000 watt network-owned station in a major midwest market wants a sales promotion man with a solid record who is inventive and strong on copy. He's our man if he appreciates responsibility, opportunity, alert management and a generous operating budget. Experience in radio a plus, but not a prerequisite. Write us the most comprehensive sample-filled presentation about yourself that you can.

BOX 315, BROADCASTING

PROGRAM DIRECTOR

Available January 1st

Experienced on regional stations. Former staff writer-producer for CBS. Have proof of Hooper-boosting ability. 1946 Peabody Citation for vital public service program. Can build live or recorded commercial shows of top network quality on minimum budget. Know music grand opera to hill-billy and acquainted with top stars in both fields. Community minded. Alert to post-war news; special events; public service. Age 39. Interested in permanent connection with a station that wants to lead the field.

BOX 297, BROADCASTING

Can you write selling continuity? No drama. Commercial copy is what we want. Can you maintain contact with our clients and keep them happy? Send sample of your work today to KWTX, Waco, Texas. Experience necessary. Salary above average.

Situations Wanted (Cont'd)

mployed chief engineer in Florida desires association with progressive station. Nine years broadcast engineer, all phases—FM, facsmile, mobile, construction, maintenance. Operated recording studio, departmental head manufacturing four years. Fourteen months experience combination announcer. Box 310, BROADCASTING.

nnouncer-writer avail immed; news, comm, sp feat; specialty ad-lib disc shows; disc avail. Box 238, BROADCASTING.

eteran 35, single, holding first class phone, civilian and Army radio and radar training, and experience. Desires transmitter work near Maryland. Box 319, BROADCASTING.

ngineer, 1st class phone, young, single, college. 1½ years control room experience. Box 320, BROADCASTING.

irst class broadcast engineer, thoroughly experienced and with references, desires position. Write Box 322, BROADCASTING.

xperienced control room operator, remotes, recording, desires return to East Sound first of year. First class phone license. Box 324, BROADCASTING.

riter seeks permanent station agency contact. Free lance. Also co-write. Ideas, adaptations, commercial dialogue. Network, 50 kw references. New York, vicinity. Details. Box 328, BROADCASTING.

ankee wants to return to Yankee radio. Seeks program-production post with progressive northern station that appreciates talent and ideas. Four years experience general announcing, disc-jockey, scriptwriting, with accent on production. Now employed Southern outlet. Veteran, married, age 27. Box 27, BROADCASTING.

riter. Credits ranging from situation comedy to documentaries, seeks position with station or agency, writing continuity or commercial copy. Box 220, BROADCASTING.

ngineer—1st class radiophone license. 2 years Army experience radio, radar, "Loran" operator, instructor. College grad leading radio school. Married, stable. Box 329, BROADCASTING.

xperienced engineer, vet, 33, married, first phone, 6 years commercial, 15 years amateur experience, will work combination. R. Mallard, Box 1024, Bay City, Texas.

For Sale

or sale—RCA 41-c amp. with line isolation transf. No reasonable offer refused. Box 311, BROADCASTING.

Presto model Y portable recorders, dual input amplifiers, 16" turntables, individual public address type speakers. Suitable for permanent installation. Drive pucks for 50 cycle included. For cash, $375.00 each. Sound Studios, Inc., 1124 Vermont Ave., N. W., Washington, D. C.

or sale—Two 180 foot self-supporting, four legged installed base towers. Complete with side light and 300 mm beacon and flasher. Towers are erected at Dayton and are available immediately. Make offer. Paul Braden, Radio Station WING, Dayton, Ohio.

or sale—General Electric model 51 wire recorder. Purchased new less than a year ago. First class condition. A bargain. WCLO, Janesville, Wisconsin.

or sale: 1,000 watt 6-B Western Electric transmitter. Excellent condition. Ready for immediate delivery. Any reasonable offer will receive consideration. KVNI, Coeur D'Alene, Idaho.

an ship immediately number 10 soft drawn copper ground wire, in rolls approximately 6,250 feet, 30 cents pound. Box 318, BROADCASTING.

Wanted to Buy

stablished station, 5000 watts or less. Midwest or southwest region. Box 309, BROADCASTING.

anted—150' tower, #12 ground wire, speech equipment, turntables. Box 1644, Reno, Nevada.

anted to buy—One RCA Universal pickup kit, complete. Will buy or will trade Western Electric 9-A assembly. WKNB, New Britain, Connecticut.

#8 B&S soft or hard drawn bare copper wire wanted up to 50,000 feet. Wire or write A. H. Croghan, 404 Georgina Street, Santa Monica, California.

Miscellaneous

ockey's comedy collection, $2.00. Weinman, 25-31-T 30th Rd., Astoria 3, N. Y.

Allen and Caray Awarded Top Honors For Play-by-Play Baseball Broadcasts

OUTSTANDING play - by - play sports broadcasters for 1946 season are Mel Allen (American League) and Harry Caray (National League), according to selections just announced by *The Sporting News*, national baseball weekly. Allen broadcast New York Yankee games over WINS, and Caray the St. Louis Cardinal games over KXOK.

Three sportscasters also were named by the baseball weekly as the No. 1 sports commentators of the year for their sections of the country—Harry Wismer, ABC director of sports, for the East; Sam Molen, sports director, KMBC Kansas City, Middle West, and Sam Balter, sports director of KLAC Hollywood, Pacific Coast.

Both American League and National League play-by-play broadcaster winners for 1946 have come up fast in radio. Mel Allen began his radio career by broadcasting University of Alabama grid games in 1935 and 1936 over a Birmingham station while a law student at the university. He joined CBS in New York as a staff announcer in January 1937, was assigned to do the color for CBS on the 1938 World Series, and took over the Yankee-Giant play-by-play assignment in 1939. Two years of Army service interrupted Allen's broadcasting career, but since 1937 he has narrated three World Series, six All-Star games and numerous other headline sports.

Mr. Allen also has served as announcer for a number of network shows and is currently appearing on ABC *Chesterfield Supper Club.*

Although Harry Caray was selected for top honors in play-by-play announcing in the National League, he has broadcast games of the St. Louis American League team, the Browns, as well as the Cardinals. Mr. Caray started his radio career a few years ago with WCLS Joliet, Ill., later was with WKZO Kalamazoo, Mich., and joined KXOK St. Louis in 1944.

Besides his Cardinal broadcasts, sponsored by Griesedieck Brothers Brewery Co., Mr. Caray handles two nightly sports reviews on different stations, and a hot stove league program over a network of 20 Missouri and Illinois outlets.

UAW Right

(*Continued from page 16*)

the Grosse Pointe counsel announced plans to seek 680 kc instead of 660 for its proposed station at Grosse Pointe. Mr. Mott contended the amendment, if allowed, would constitute in effect "an entirely new application." The decision will be made by a Commissioner in motions hearing.

The proceeding consists of four mutually exclusive applications for new 250-w daytime stations, all but Grosse Pointe requesting 680 kc in Detroit. Mr. Jefferson said his company's decision to bid for 680 instead of 660 kc was precipitated by the recent filing of two applications for 660 at Columbus, but that if his petition for amendment is not allowed the company will continue its 660 kc request. Fourth applicant in the hearing is Herman Radner, owner of WIBM Jackson, Mich., who was represented by Guilford Jameson, Washington attorney.

Sound Components Ruled Taxable in Video Sets

COMPLETE television sets are not subject to the Federal 10% excise tax on radio receivers, the Bureau of Internal Revenue has ruled, but certain sound components of the receivers are taxable. The ruling was based on request from RCA Victor Division for clarification of the tax law.

The Bureau held that video receivers without sound and not containing sound components are tax exempt. Subject to tax, however, are these units in a standard television receiver with sound: Receiver chassis, speakers, knobs for chassis, phonograph mechanisms, receiving tubes, radio power supply units including amplifiers.

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Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."

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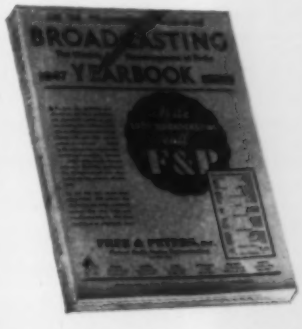

. . . please send it back today. Additional changes should be air mailed as they occur so your listing in the 1947 YEARBOOK will be complete and accurate.

If your business fits one of the categories listed below, be sure *you* are listed in the YEARBOOK — the encyclopedia of broadcasting. Write for your questionnaire.

Are you a: new station, representative, program producer, sponsor, agency, FM station, TV station, talent agency, equipment mfgr.? Write for your questionnaire.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

Carpenter Joins Bolling, Chicago Representative

KENNETH CARPENTER, former NBC Central Division sales manager, has been appointed Chicago manager of the Bolling Co., station representative firm recently organized by George W. Bolling. The firm's Chicago offices are located at 360 N. Michigan Ave.

Mr. Carpenter had been with NBC for 10 years when he resigned as sales manager of the Central division at the outbreak of the war to join the Treasury Dept. During the war he served as Director of Public Information, Radio, Press and Outdoor Advertising for the sale of War Bonds in Chicago. Genevieve Dunn, Mr. Carpenter's assistant at the Treasury Dept., also has joined the Bolling Co.

CBS Announces 52-Week Renewal of 3 Programs

CBS last week announced 52-week renewals for three full network programs.

The Continental Baking Co., New York, has renewed *Grand Slam*, Mondays through Fridays, 11:30-11:45 a.m., through Ted Bates, New York.

Curtiss Candy Co., Chicago, effective Dec. 28 renews the Warren Sweeney news program, Saturdays and Sundays, 11-11:05 a.m., through the C. L. Miller Co., Chicago.

The Borden Co., New York, on Dec. 7 renews *County Fair*, Saturdays, 1:30-2 p.m., through Kenyon & Eckhardt, New York.

New Mobile Unit

TERMED a virtual television studio on wheels, new mobile television unit has been developed by RCA for field work. Mounted on standard 1½-ton truck chassis, unit can be used to transport all equipment necessary for picking-up, monitoring and relaying remote television events to the studio. In rear of vehicle, facing two large shatter-proof windows, is special operating deck for monitoring, control and power supplies used with RCA image orthicon cameras. Below windows are six cable reels mounted on crane like arms for easy operation. Roof is reinforced to support weight of equipment and operators.

Leaves VA Post

JOSEPH L. BRECHNER, director of radio for Veterans Administration, left that post Nov. 22 to open his new station, WGAY Silver Spring, Md., scheduled to go on the air early in December. Charles E. Dillon, Mr. Brechner's assistant for the last year, succeeds him. Mr. Brechner has been a freelance radio writer, and supervisor of AAF network programs for the Office of Radio Production, AAF. Mr. Dillon was formerly officer in charge of the radio program section, Navy Public Information.

MODIFIED SPANISH architecture is the design for the new home of KTSM El Paso. Building will be of completely modern construction, with the latest innovations in acoustic design for the three studios. There is also special emphasis on modern lighting. Brick covered with cream colored stucco is to be used with, according to Karl Wyler, general manager, "the reddest tile roof we can possibly lay our hands on."

EMERGENCY STAND-BY FM ANTENNA OFFERED

NEW EMERGENCY stand-by FM antenna is now available, the Andrew Co., Chicago, has announced through its agency, Burton Browne Advertising. Already used for two FM installations with FCC approval, the antenna is known as the type "1200" folded quadrupole. It is a small, light folded dipole turnstile weighing less than 15 pounds, and, according to the manufacturing firm, is easy to install on any existing support.

Many holders of FM construction permits have been marking time waiting for antennas to become available, and in some instances FCC has threatened to rescind such permits, the Andrew Co. states. Now, the company announces, it is prepared to ship the antenna within seven days after an order is received. The company also offers field installation service.

IRE Show Change

ANNUAL RADIO SHOW, part of 1947 National Convention of the Institute of Radio Engineers, will be held in Grand Central Palace, New York, instead of at the 34th St. Armory as previously announced. The dates, March 3 to 6, remain the same. Needs of the exhibitors could not be met in the smaller convention hall, hence change. No home model radio will be shown. Displays are of an engineering nature, including transmitter equipment, instruments, component parts, and radio direction and location devices. Registration fee is set for non-members. Convention headquarters, banquet and some sessions will be at the Hotel Commodore.

Install Tele Sets

TWO establishments in New York announced plans to install television facilities for patrons. Hotel New Yorker features television in the Manhattan Room, the Grand and North Ballrooms, the East Room and Parlors F and G. RCA receiver models 630-TS were installed by Commercial Radio-Sound Corp. Manhattan Room unit employs four, all-direction screens. All stations are selectable. The Park Avenue Theatre, new movie house which sells season tickets so patrons won't have to stand in line, is installing in its clubroom a Du Mont Westminster unit, with 20-inch viewing tube and priced about $2,500. Patrons will receive advance notice of important telecasts. New York's Hotel Pennsylvania recently pioneered in television by installing video receivers in selected guest rooms as well as in a public lounge.

WMFJ Promoting ABC Local - Sponsor Co - Ops

WMFJ DAYTONA BEACH, Fla., through the cooperation of ABC, has been conducting a special promotion campaign on behalf of four ABC locally-sponsored cooperative programs.

Jack Lewis, WMFJ special events director and continuity editor, on trips to New York and Washington recorded five-minute interviews with Peggy Lynch and Allen Bunce of *Ethel and Albert*, Taylor Grant of *Headline Edition* and Martin Agronsky and Baukhage, ABC commentators, on preparation and format of their programs. The discs were air-mailed to WMFJ and broadcast at choice hours.

Brings Back Booklets

ISSUANCE of bound volumes of FCC decisions will be resumed "as soon as possible," FCC Acting Chairman Charles R. Denny Jr. has indicated. During oral arguments on proposed decisions, Paul M. Segal, Washington attorney, commented on the difficulty of keeping up to date on Commission decisions since they are released intermittently rather than on specific "decision days." Chairman Denny said the FCC staff had been asked to bring decisions up to date as soon as possible and that "advance sheets" might also be released. The volumes are printed and sold through Government Printing Office. Last one was in August 1943; during the wartime freeze on construction, there weren't enough decisions to justify collection into a volume, FCC spokesmen explained.

NAB Building Is Leased To Canadian Government

NAB has leased its present headquarters office at 1760 N St. N. W., in Washington, to the Canadian Government for five years. Lease is effective when the association moves across the street to No. 1771, now undergoing remodeling. This work is slated for completion shortly after the first of the year but NAB may not be able to move until late February or early March.

The present N St. site was acquired in 1942 when the Reconstruction Finance Corp. took over the Normandie Bldg., on K St. It had originally been a row house, later adapted to school use by Columbus University. It contains about 14,000 feet of usable floor area, half the space available in the new building across the street. The NAB's new building had been occupied as an annex by the Canadian Embassy at the time of its purchase.

Mrs. Mabel M. Storer

MRS. MABEL M. STORER, mother of George B. Storer, president of the Fort Industry Co., and of Mrs. J. Harold Ryan, wife of the Fort Industry vice president and former NAB president, died Monday at her home in Toledo following a lingering illness. She was buried Wednesday in Woodlawn Cemetery, Toledo. Native of Edison, Ohio, Mrs. Storer, with her family, moved to Toledo in 1908 when her husband, the late George B. Storer, became secretary of the Toledo Chamber of Commerce. Mr. Storer, who died in 1920, later founded the Standard Tube Co. Besides her son and daughter, Mrs. Storer is survived by another daughter, Mrs. Convers Goddard, Chicago.

Capacitor Report

MANUFACTURING details for metallized paper capacitors used in electronic equipment are disclosed in a British report available at the Office of Technical Services, Dept. of Commerce. Report describes a German process said to offer advantages other than foil-and-paper types. It was developed by Robert Bosch Co., of Stuttgart, which uses a zinc film applied in vapor form on the paper dielectric. Condensers are two-fifths smaller and cost less than conventional types, it is stated. In event of breakdown it has self-healing qualities. Copies of the report (Metallized Paper Capacitors, PB-39361, 58 pages, is available at Hobart Pub. Co., Box 4127, Chevy Chase, Washington 15, D. C., at $3 a copy. Briefer version, PB-421, 6 pages, may be obtained from Office of Technical Services, Dept. of Commerce, Washington 25, D. C.

THE CHICAGO, Rock Island and Pacific Railway Co. (Rock Island lines) has appointed Roche, William & Cleary, Chicago, to handle all national advertising.

AFRA

(*Continued from page 13*)

nder discussion. AFRA has reduced its original demand of a 35% rise o one of 26%, while the networks' rst offer of 10% has risen to 7½%. It was generally believed hat an agreement could be reached n this point.

Also in active discussion was he problem of the 5 and 10-minute hows. The networks are seeking o initiate a sliding pay scale for hese programs, but AFRA is insisting on retention of the present ystem wherein the 15-minute program is the basic minimum.

Strike Threat Aired

Another item that occupied the egotiators was that of potential trikes. The networks have asked hat AFRA abide by a no-strike olicy for a "certain period" (probbly a year) and then to strike, f it must, against all four networks rather than against the specific offender or offenders. AFRA, t was understood, has maintained hat it would be unfair to the nonffending networks to punish them or the inequities of another.

Transcription policy was another actor in the negotiations. It was nderstood that AFRA has asked or a commercial fee for "live" nnouncers on transcribed shows. Currently NBC affiliates are the nly stations which pay such a fee.

In general, what had once threatned to be a dramatic rupture of elationships between AFRA and he networks had now settled down o what may be a long and sedenary siege of negotiation.

ABC Video Reports

RESIDENTS of seven automoile companies are featured in BC's documentary television film xplaining the delay in production f new cars. First of a series, *Video eports to America*, film is being ade in cooperation with the Autoobile Manufacturers Assn. and ill be ready for telecasting over BC's five outlets about the middle f December. Participating presidents are: C. E. Wilson of General otors Corp., K. T. Keller of hrysler Corp., Paul G. Hoffman f Studebaker Corp., George T. hristopher of Packard Motor Car o., James D. Mooney of Willysverland Motors, George Mason of ash-Kelvinator Corp. and A. E. arit of Hudson Motor Car Co.

Strike Still On

TRIKE of NABET engineers at DNC Durham, N. C., started ov. 8 when station and technians were unable to agree on wage creases, was still in effect last riday, according to J. Frank Jarman, manager. Station is on air, aving be put off only few hours ov. 8-9 [BROADCASTING, Nov. 18].

Waiting on the Outside

AS AFRA-network negotiations wore slowly on past luncheon Wednesday, Edgar Kobak, Mutual president, observed, "I'm hungry, and when I'm hungry, I'm mean."

"I'm hungry, too," said George Heller, AFRA national executive secretary, "and when I'm hungry, I'm sharp."

To which Mr. Kobak replied hastily, "Let's eat."

* * *

SENSING significance in the worried frown of Ray Jones, AFRA assistant national executive secretary, one reporter pressed him for a report on negotiations.

"Negotiations have broken off completely," answered Ray.

"Between AFRA and the networks?" asked the excited correspondent.

"No. Between my landlord and me," explained Jones. "I'm also negotiating for an apartment."

* * *

CONFEREES were so closemouthed at one point during the negotiations that when Jim Sauter, of Air Features, was asked if it were true that he had no comment, he replied, "No comment."

* * *

THE CONFERENCE was so secret, and communications with officials so difficult that a few enterprising reporters voluntarily resigned their seats outside the negotiations chambers to take up their posts at the one spot where they considered occasional contact with negotiators to be inevitable—outside the men's room.

* * *

APPARENTLY reporters weren't the only folk suffering from confusion. Bill Brooks, NBC vice president in charge of news, staggered out of the conference room last Tuesday, wiped his brow, and turning to the expectant reporters, inquired, "What's new?"

* * *

AFRA TALENT, negotiating for higher fees for their offerings provided much of their talent free at the marathon confabs. During a tense lull in the proceedings, AFRA's Minerva Pius, (Mrs. Nusbaum on the Fred Allen show) donned her accent to relieve the tension with, "Noo, so you want a contract?"

* * *

ONE BROADCASTER confessed that it was the threat of a strike which moved many of the negotiators to speed the time and energy consuming discussion.

"You mean you were convinced AFRA meant to walk out?" inquired a reporter.

"AFRA, my eye," said the executive. "I'm talking about our wives."

* * *

AMATEUR STATISTICIANS estimate that 3,200 hours were spent at the meetings, more than a million dollars worth of talent was engaged, 1,500 sandwiches were consumed, 800 cups of coffee were quaffed. In fact, the network hosts had gone out of their way to provide every form of diversion for the room-bound reporters at the radio negotiations. Every diversion but one, that is—no radio.

Sunday Meeting Slated By Florida Association

FEDERAL and state legislators were scheduled to join with Florida broadcasters at Dec. 1 meeting of Florida Assn. of Broadcasters, MacFadden-Deauville Hotel, Miami Beach. President James M. LeGate, WIOD Miami, was to preside.

Proceedings were to open with a business meeting at 10 a. m. Among topics on agenda was 2% cash discount discussion by William G. McBride, WDBO Orlando; Governor Caldwell's Report to the State plan; election of legislative representatives; vote on proposed rotation of NAB 5th District director among three member States.

Luncheon was to be addressed by Sol Taishoff, editor and publisher of BROADCASTING. Entertainment occupied afternoon agenda. Speaker at dinner was to be NAB President Justin Miller. Water show at 9 p. m. was last event on program.

TRAVERS IS PROMOTED BY YANKEE NETWORK

Mr. Steffy

Mr. Travers

APPOINTMENT of Linus Travers, executive vice president of Yankee Network, as general manager of the network and George Steffy as vice president in charge of operations was announced last week by John Shepard III, chairman of the Board. Both Mr. Travers and Mr. Shepard will continue as directors of Yankee and of MBS.

Responsibilities of the three men under the new set-up will be as follows: Mr. Travers—sales, production, station relations, promotion and advertising, and Yankee's news service; Mr. Steffy—engineering, accounting, maintenance, purchasing, copyright licenses, real estate and leases, and Muzak operations; Mr. Shepard—over-all policy and contracts with MBS.

Fight Horror Shows

PETITIONS asking broadcasting companies to refuse to air murder mysteries and horror programs are being circulated in Washington, D. C., and plans are under way to seek support from mothers in every section of the country to persuade broadcasters to take such programs off the air. Announcement of the plans was made last week by Mrs. George F. Hanowell, who with the assistance of 15 other mothers living in the Georgetown section of Washington started circulating the petitions. Mrs. Hanowell said 4,000 signers had been obtained in Georgetown alone, and added that support of parent-teacher groups had been promised.

ABC Mobile Phones

ABC, which filed an application with the New York Telephone Co. several months ago for the new vehicular telephone service, already is using the new high-frequency radio mobile phone unit equipped on a network station wagon in its Central Division in Chicago. In recent test, E. C. Horstman, engineering manager of ABC's Central Division, called New York and talked with George Milne, director of technical operations for the network. They reported that the conversation was clear on both ends. When the network's New York application comes through ABC will install equipment on the station wagon used by network reporters for covering special events.

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Radio Income

(*Continued from page 13*)

$299,338,133 in 1945 and $275,298,611 in 1944.

Total Broadcast Expenses—$215,753,845 in 1945 and $185,025,760 in 1944.

Average station income, which unlike the aggregate figures did not include reports on 10 key stations of networks, was computed at $73,555 in 1945 against $80,266 the year before.

A major share of the decline was attributed to the number of new stations covered in the 1945 computation—stations which normally could not expect to show an "average" net income for the year and which in some instances perhaps showed deficits. Figures to be released shortly comparing 1945 and 1944 operations of only those stations covered in the 1944 compilation, they said, will show only a "negligible" decline and will represent actual business conditions.

The 1945 summary covered four nation-wide networks, six regional networks, and 901 standard broadcast stations. Figures for the year before were for four major networks, five regionals, and 875 standard stations.

The report showed 856 stations with time sales of $25,000 or more, as against 807 in 1944.

National networks and their key stations aggregated $18,150,524 in broadcast income before taxes in 1945 compared to $20,283,746 in 1944, a decrease of 10.52%. Their revenues increased 7.75% (from $79,030,449 to $85,151,875), while expenses rose 14.05% ($58,746,703 to $67,001,351). Total revenues from time sales, less payments to networks and stations, were reported at $89,773,744, an increase of 6.79%. Their net revenues from time sales were listed as $68,669,076, an increase of 7.88%.

Only type of station in which the average net broadcast income per station was higher in 1945 than 1944, according to the report, was the part-time regional. The average per station for 57 outlets in this class (compared to 60 in 1944) was $37,523, an increase of 5.84%.

In other classes, the per-station average broadcast income (revenues less expenses before Federal income tax) were reported as follows, showing the number of station in each class first, 1945 average per-station income second, 1944 third, and percent of decrease fourth (figures on 10 keys of national networks not included):

Clear channel 50 kw fulltime—41; $458,330; $496,247; 7.64%.

Clear channel 50 kw part-time—4 in 1945 against 3 in 1944; $193,632; $305,552; 36.63%.

Clear channel 5-20 kw fulltime—27 in 1945 against 28 in 1944; $101,946; $129,534; 21.30%.

Clear channel 5-20 kw part-time—2; $110,067; $127,845; 13.91%.

Regional fulltime—284 in 1945 against 278 in 1944; $106,943; $114,380; 6.50%.

Local fulltime—455 in 1945 against 433 in 1944; $22,556; $23,421; 3.69%.

Local day and part-time—21 in 1945 against 20 in 1944; $10,714; $10,960; 2.24%.

The report showed that of stations with time sales of $25,000 or more, 74 clear channel outlets had 1945 time sales totaling $67,373,965 before deductions; 336 regionals, $106,246,573; 445 locals, $44,276,903.

Net broadcast revenues for the same groups (total revenues less total expenses) were $22,538,741 for clear channel stations; $32,508,545 for the 336 regionals, and $10,478,164 for the 446 locals.

Read again--"How Do You Rate?"

(BROADCASTING'S Editorial page 54, November 25, 1946. There is sage advice in it.)

Consider, too, that three Frazier and Peter services bind that advice together concisely for management action.

1. *Program Analysis*—program accounting to know your program balance month by month.
2. *Market Analysis*—economic study to appraise or reappraise income potentialities.
3. *Rate Recommendations*—authenticity assured by investigation of all pertinent local conditions, plus nation-wide average of local rates, derived from our survey, appliable to your market, and geared to your income potential.

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NATIONAL 2174 WASHINGTON 5, D. C.

Sale of WTBO Cumberland, Md. For $275,000 Filed With FCC

FCC CONSENT to the sale of WTBO Cumberland, Md. by Aurelia S. Becker, manager and 70% owner, and Charles Z. Heskett, city attorney and owner of 30%, to the publishers of the Cumberland *Times* and *News* for $275,000 [CLOSED CIRCUIT, Oct. 24] is requested in an application prepared for filing with the Commission last Friday.

In addition to WTBO, an NBC affiliate operating on 1450 kc with 250 w fulltime, the sale covers plans and data already prepared by the station looking toward establishment of an FM affiliate. Construction of new studios is contemplated by the purchasing firm, Times-News Broadcasting Co., a wholly owned subsidiary of Times & Alleganian Co.

The Times & Alleganian Co. has published newspapers in Cumberland for more than 25 years. The *News* (morning) and *Times* (afternoon) are the city's only daily newspapers. John J. McMullen is president of both the publishing company and its radio subsidiary. The company is owned by the estates of Joseph B. Finan (26% plus) and John P. McMullen (22% plus) and 21 individual stockholders with interests ranging from 5% to less than 1%.

Officers of Times-News Broadcasting Co. and the parent organization are the same: Mr. McMullen president; Thomas B. Finan, vice president; Irene Finan, secretary-treasurer; Harry J. Finan, assistant secretary; James A. Black, assistant treasurer.

Mrs. Becker and Mr. Heskett plan to retire from radio broadcasting, the application reported. It was filed by the Washington law firm of Segal, Smith, & Hennessey.

The purchasers may rescind the contract if FCC consent is not given within six months from the date of the original agreement Sept. 23.

Granik Absolved, Threatens to Sue

Planning to Demand $1,000,000 From Tucker, He Says

LIBEL SUIT for $1,000,000 against Preston Tucker, president of the Tucker Corp., proposed manufacturers of Tucker Torpedo automobiles, will be filed shortly by Theodore (Ted) Granik, moderator of the MBS *American Forum of the Air*, Mr. Granik announced Friday.

His statement came after he voluntarily testified before the Senate War Investigating Committee of charges earlier made by Mr. Tucker in a news conference in Washington.

Mr. Granik, a New York and Washington lawyer, appearing before the committee Nov. 22, termed the charges that he implied he had "influence" with the National Housing Administration, as "an unvarnished lie." Mr. Tucker categorically denied that he had said or implied that Mr. Granik had at any time, could or would influence any Government agency in behalf of the Tucker corporation. He denied there was any implication that Mr. Granik could or would wield such purported influence. Mr. Tucker told the committee:

"I'm grateful to Mr. Granik and I hope some day to be able to pay him. Mr. Granik is all right."

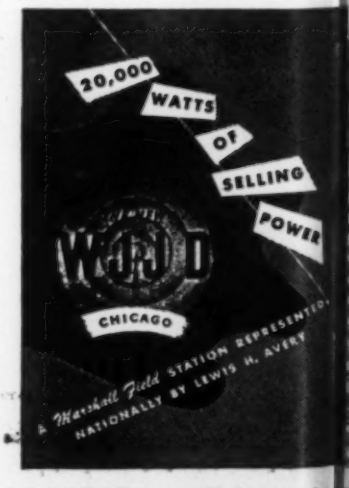
Meanwhile Wilson W. Wyatt, National Housing Expediter, presented his version of the veterans' housing program on MBS Wednesday, 7-7:15 p.m., EST, the period usually occupied by Fulton Lewis jr. Mr. Wyatt was given time to reply to alleged charges made over a period of two weeks by Mr. Lewis, who broke the story that led to the Congressional investigation and vindication of Mr. Granik.

Following the Senate hearings the *Washington Post* commented editorially: "The Senate War Investigating Committee's inquiry has exploded the flimsy charges of Preston Tucker that an 'unnamed' lawyer offered him protection. Mr. Tucker's wild innuendos now appear to have been nothing more than an attempt to befog the issue."

FCC Estimates Public Owns 66 Million Sets

A TOTAL of 66,000,000 AM receivers are owned by United States listeners according to an estimate by the FCC last Monday. The Commission's Economic Division also compiled figures showing 500,000 FM receiving sets and 7,000 television sets in the public's hands.

400,000 of those FM receivers were on hand prior to the war, the FCC stated, adding its estimate that 17,000 sets a month is the present production rate.



At Deadline ...

BLUE BOOK DESERTED IN KGFJ RENEWAL

IN FIRST outright abdication of Blue Book stand, FCC Friday granted regular license renewal to KGFJ Los Angeles, one of seven stations designated for renewal hearings on programming considerations. Comr. C. J. Durr dissented.

Renewal, to Feb. 1, 1949, given in approval of reconsideration request filed by KGFJ in defense of station's use of transcriptions and outlining scope of public service programming [BROADCASTING, Oct. 21].

Action leaves six stations awaiting renewal hearings called for program reasons, but renewal application of one, WBAL Baltimore, consolidated with Drew Pearson-Robert S. Allen application for station's facilities and programming given only routine mention in hearing issues [BROADCASTING, Nov. 25]. Program questions prominent in issues for WTOL Toledo and KMAC and KONO San Antonio [BROADCASTING, Nov. 11] and for KBIX Muskogee, Okla. [BROADCASTING, Nov. 25]. Issues not out on seventh case: WBIG Philadelphia.

KGFJ renewal one of five announced by FCC Friday. Others: WPRP Ponce, P. R., to Nov. 1, 1947 (Comr. Durr for hearing); WFTC Kinston and WBLJ Dalton, Ga., to Feb. 1, 1949; WHDH Boston and auxiliary, to Nov. 1, 1949.

Twenty stations meantime continued on temporary licenses to Feb. 1, 1947, for following reasons:

KABC San Antonio; KVNU Logan, Utah; WACO Waco—Pending action on applications for transfer of control.

KODY North Platte, Neb.—Pending final decision on WOW Omaha renewal.

KSAM Huntsville, Tex.—Pending final disposition of assignment application.

KXOX Sweetwater, Tex.—Pending further study of station ownership.

WABY Albany, N. Y.—Pending disposition of WOKO Albany renewal application (now in Supreme Court).

WAGM Presque Isle, Me.—Pending consideration of information required relative to transfer application.

WBAX Wilkes-Barre, Pa.—Processing of application delayed by litigation involving station.

WBLK Clarksburg, WPAR Parkersburg, W. Va.—Pending final action on renewal of WCHS Charleston and action on applications for sales of WBLK and WPAR.

WCOU Lewiston, Me.—Pending further accounting study.

WEDC Chicago—Pending consideration of information requested by FCC.

WEOA Evansville, Ind.—Pending action on sales application.

WING Dayton—Pending action on application for license to cover CP.

WJXN Jackson, Miss.—Pending filing of application in name of assignee.

WNOE New Orleans—Pending further study of applicant's qualifications.

WOV New York—Pending outcome of litigation over proposed sale.

KELO Sioux Falls—Pending staff study of license application filed Nov. 14, 1946.

KSOO Sioux Falls—Pending further staff study of renewal application.

TWO FM SHIFTS

FCC Friday granted FM CP holders modifications to change types of stations, while authorizing conditional grant to new Class A outlet. Abraham & Sara F. Kofman, doing business as Times-Star Pub. Co., Alameda, Calif., authorized change conditional grant for Class B station to Class A, subject engineering conditions. Central Louisiana Broadcasting Corp., Alexandria, La., granted change conditional, Class A to Class B, subject engineering conditions. New conditional grant Brooklyn Broadcasting Service Inc., New Rochelle, N. Y., Class A station, subject further review and approval engineering details.

FCC AUTHORIZES WTTG COMMERCIALS

OPENING WAY for future commercial television operations in Nation's Capital, FCC Friday granted special temporary authorization for 90 days to Allen B. Du Mont Labs. to operate WTTG Washington on commercial basis, using equipment of W3XWT, experimental video outlet.

One of first commercial shows will be professional hockey from Uline Arena, Washington, Dec. 10, sponsored by U. S. Rubber and others. Among WTTG sponsors will be Chevrolet, Ford and Brown & Bigelow, now sponsoring programs on WABD New York, Du Mont video station. Plans are to carry New York sponsored programs on WTTG on commercial basis, said Leslie Arries, Du Mont Washington manager. WTTG also will air President's Christmas tree lighting ceremony, 4:30-5:30 p.m., EST, Dec. 24, piping to WABD.

SEARS EXPANDS VIDEO

SEARS, Roebuck & Co., Philadelphia, Friday started *Matinee for Youth*, daytime video program for children, as Friday afternoon series on WPTZ Philadelphia. Series is second video effort of company, whose Thursday night *Visi-Quiz* was recently expanded to network proportions (now on WNBT New York and WRGB Schenectady as well as WPTZ) in special pre-Christmas campaign by Sears stores in three cities. Both programs handled by Benjamin Eshleman Co., Philadelphia, agency for Sears in that city.

NARROW-BAND FM GRANT

TO DETERMINE whether narrow-band FM can be used for radiotelephone and radiotelegraph transmissions to alleviate interference among crowded amateur stations and that caused by amateurs to nearby broadcast receivers, operation of narrow-band FM by amateur stations of Lawrence LeKashman, N. Y., and James N. Whitaker, West Englewood, N. J. (W2IOP and W2BFB) authorized by FCC Friday in special 90-day grant. Stations may operate within 3850-4000 kc and 14200-14300 kc bands using narrow-band FM for radiotelephony; within 3500-3850 kc, 7150-7300 kc, and 14100-14200 kc bands for frequency key shifting.

WTMV SALE NOTICE

PUBLIC BIDS competing with proposed $320,000 purchase of WTMV E. St. Louis, Ill. by Evansville on the Air, licensee of WGBF-WEOA and WMLL (FM) Evansville [BROADCASTING, Nov. 18], will be accepted by FCC for 60 days from Nov. 12 under Avco Rule, Commission announced in *Federal Register*. WTMV (1490 kc, 250 w) being sold by Myles H. Johns and family, also owners WOSH Oshkosh.

KIFI TO JOIN ABC

KIFI Idaho Falls, Ida., Jan. 1, 1947 will affiliate with ABC as Mountain supplementary station and member of network's Idaho Group, bringing total of ABC stations to 236. Full-time 250 w on 1400 kc, KIFI owned by Eastern Idaho Broadcasting & Television Co., will be managed by J. M. Brady.

TALK, SQUAWK, BALK

"YOU TALK too much," woman listener wrote CBS Morning Man Arthur Godfrey last week. Friday morning Mr. Godfrey swore off chatter, announced, "No talk, play music." Typical commercials: "Griffin shoe polish. Good for shoes. Get some," or "*Washington Post*. Newspaper. Printed. Read it." New York, Washington switchboards flooded, telegrams poured in. Listeners pleaded for more talk, fuller commercials.

JOLSEN DISC SERIES

TRANSCRIBED series in works at MBS for Al Jolsen, along lines of Bing Crosby show but including story line. Walter Lurie, New York executive producer, in Hollywood during November for talks with musical comedy talent.

Closed Circuit

(Continued from page 4)

NBC have "monopoly" on contracts whereby networks program their own shortwave stations, whereas State Dept. actually runs all others. It seems World Wide Broadcasting Foundation (WRUL WRUS, etc.) wouldn't object to contracts similar to those of two networks, but so far State Dept. unwilling to sign.

BECAUSE of mounting crescendo of complaints from California farmers about interference to reception of KFI, Los Angeles 50,000 watter, station shortly will file complaint with FCC, reopening NARBA battle over duplication of 640 kc clear channel. Complaints allege that "Spanish music and talk" hamper reception presumably caused by CMQ Havana, which was assigned channel in lieu of Nassau station at NARBA conference here early this year.

ONE OF FIRST new ideas on call letter assignments to be developed in years is plan by Ed Craney, operator of Z-Bar Network and other Pacific Northwest stations. He will shortly announce plan tying half dozen stations together through call letter combinations.

FAVORITE MEETING place of Washington's sports elite these days is an FCC Commissioner's home. Each Commissioner has table model television receiver on loan basis. Du Mont's Washington station telecasts games and fights from New York and Philadelphia, fed by AT&T's coaxial cable which it now provides at no charge.

ANOTHER CBC executive understood leaving publicly-owned broadcasting for privately-owned broadcasting. Jack Radford, CBC supervisor of broadcast regulations, negotiating for controlling interest of CFJM Brockville, Ont., 250 w station purchased about year ago by Jack Murray, of Jack Murray Ltd., Toronto agency.

INVESTIGATORS for House Committee Investigating Campaign Expenditures probing death of Republican ward captain (opponent of Rep. Vito Marcantonio, American Labor candidate), also running down tips that certain radio stations in New York were threatened if they failed to carry Marcantonio plugs for re-election.

CPA FINDS SET SHIPMENTS TOTALED 1,800,000 IN MONTH

SHIPMENTS of domestic radio sets by all manufacturers totaled 1,800,000 in October, 20% over September, according to Civilian Production Administration. Radio Manufacturers Assn. members produced 1,678,444 sets in October, alltime record [BROADCASTING, Nov. 25].

Of total production 83% consisted of table models, 7% consoles, 10% auto radios, CPA found. Supplies of components, especially tubes and wood cabinets, continue short, according to CPA.

GM PLANS 1947 BASEBALL

GENERAL MILLS confirmed reports Friday it intends to renew sponsorship of major and minor league baseball next spring on a nationwide scale. Chief difficulty in projected plans for radio sponsorship of both leagues will be securing time clearances from local stations now booked solid almost without exception. General Mills also readying national spot campaign for food products division including new prepared pastry product, Pyquick. Spot campaign does not mean curtailment of present network commitments, GM spokesman declared.

BMB AUDIENCE LEVELS WEIGHED

DECISION as to whether BMB should establish primary, secondary and tertiary audience levels for stations, in addition to supplying numbers and percentages of BMB families for each station in each county, may be made at next BMB board meeting, Dec. 11. Executive committee of board, meeting last week, pondered problem, reached no decision. Committee members, all present: Justin Miller, NAB president; Paul West, ANA president; Fred Gamble, AAAA president; Roger Clipp, general manager, WFIL Philadelphia; Hugh Feltis, BMB president.

OFFERING REPORT REPRINTS

REPRINTS of BMB station audience reports, with complete data but minus maps, offered at cost to advertisers, agencies and broadcasters desiring to study reports of other stations. Orders to be filled starting about Dec. 15, after subscribers have been mailed 100 extra copies of their own reports.

BRECHNER ON MANAGEMENT

PITFALLS and tribulations starting new station are recorded in article to be published in mid-January issue of *Saturday Evening Post* authored by Joe Brechner, ex-radio director of Veterans Administration, titled "So You Want a Radio Station." He is co-licensee of new WGAY Silver Spring, Md. (Washington suburb) expected to begin operation about mid-December.

NEW SWING COMMENTARY

RAYMOND SWING, who relinquishes present quarter-hour ABC news program, Wed. and Fri., 7:15-7:30 p.m., on Jan. 3, 1947, will begin new series of 15-minute weekly commentaries on ABC in February 1947. Elmer Davis, currently Mon. and Tues., 7:15-7:30 p.m., ABC, Jan. 6 will take over Mon. through Fri. program he has been sharing with Mr. Swing.

WPIK Alexandria, Va., has opened Washington news bureau in National Press Bldg. to complement wire service.

ECHO FROM ORSON

GREATER Springfield area still excited Friday over re-creation of 1922 bulletin early in week in which destruction by fire of Mt. Holyoke College dormitory in S. Hadley, Mass., was reported, according to WBZ-WBZA Boston-Springfield. Residents of area deluged college, fire department and WBZA with queries. With all Springfield newspapers on strike, Boston stations joined in explaining incident, reminiscent of Orson Welles "Men From Mars" incident. Program part of 25th anniversary observance of WBZ.

Bulletin, read by Arch MacDonald, announcer, read:

Here is a late news bulletin. A fire at South Hadley has destroyed the Rockefeller Dormitory of Mt. Holyoke College. All students were removed to safety. No one was injured.

SENATE PROBERS MAY HEAR BILBO RECORDING

SENATE CAMPAIGN Expenditures Committee, investigating election of Sen. Theodore Bilbo (D-Miss.) in Jackson, Miss., may hear recording of *Meet the Press* broadcast on Mutual Aug. 9 in which Senator Bilbo was interviewed by Al Warner, MBS Washington news director; Ernest K. Lindley, *Newsweek* Washington chief; Cecil Dixon, Gannett Washington Bureau; Bert Andrews, New York *Herald-Tribune* Washington chief, and Lawrence Spivak, editor, *American Mercury*.

Sen. Bourke B. Hicklenlooper (R-Ia.), Committee member, in letter to Mutual requested recording of *Meet the Press* Bilbo broadcast. Charter Heslep, MBS Washington representative, Friday advised Senator Hickenlooper Mutual's affiliate in Jackson, WJXN, would provide turntables on written request so Committee could hear recording.

CAB TORONTO ADDITIONS

CANADIAN Assn. of Broadcasters, following reorganization [BROADCASTING, Nov. 11] announced Toronto headquarters staff: Arthur Evans, secretary-treasurer; Harry Dawson, newly appointed manager of Toronto office and CAB consulting engineer; Jim Allard, manager of co-operative Radio Bureau, Ottawa, appointed public service director; Doug Scott, account executive of Cockfield Brown & Co., Toronto advertising agency, who joins CAB as director of broadcast advertising.

NEW MIDGET OSCILLATOR

NORTH AMERICAN PHILIPS Co., New York, has developed new midget quartz crystal oscillator to control frequency of dielectric heating and other similar installations. Midget crystal assembly measures less than 5/8 inch in diameter and less than 1¼ inch in length, and can be mounted like radio resistor. At each end is pin-type terminal tinned for quick soldering into circuit. Frequency fixed to coincide with values assigned by FCC for dielectric heating apparatus.

ABC COMPLETES AUTO FILM

COMPLETION of filming automotive industry films by ABC video crews, announced by Automobile Manufacturers Assn., which cooperated in venture. Tentative plans are for televising in mid-December on five ABC stations in New York, Washington, Philadelphia, Schenectady and Chicago, following which 16 mm. prints will be made available to AMA for distribution.

People

EDGAR KOBAK, president of Mutual, to speak today before advertising and selling course of New York Advertising Club on "Qualifications for Salesmen."

SOL PANITZ, public service director WINX Washington, submitted prize-winning script in fourth of ABC's public service series, *World Security Workshop*. Will receive prize of $250 for script, "Memo to the People," which will be presented during Dec. 5 broadcast.

CHARLES BLONDEL, manager McCann-Erickson's Paris office, arrived in New York for first postwar visit to agency's headquarters in that city.

JACK HEINTZ, manager of KIEV Glendale, Calif., resigned effective Dec. 30. EDWARD CANNON, son of co-owner DAVID H. CANNON, takes his place.

CHARLES ALLISON MONROE, former account representative of J. Walter Thompson Co., new advertising manager of Liebman Breweries, N. Y.

HORACE G. CLEVELAND, with J. M. Mathes, N. Y., since 1937, elected vice president of agency, in charge of accounts in textile, home furnishings and apparel fields.

A. R. HOPKINS appointed manager of communications and electronics equipment sales for RCA; was previously regional manager of RCA Engineering Products Dept. in Chicago.

PAUL KNIGHT, former program manager WPTZ Philadelphia, appointed television director of Benjamin Eshleman Co., Philadelphia.

DALE FISHER, recently in armed forces, joins operating staff of KFXD Nampa, Ida.

PALEY LAUNCHES SERIES

INCREASED public interest in all aspects of broadcasting urged by William S. Paley, CBS board chairman, launching new CBS *Time for Reason—About Radio* in opening program Sunday, 1:30-1:45 p.m. Mr. Paley said, "Through this series, CBS hopes to get the public response and guidance which it needs to run a business controlled in all its ultimate decisions by the people themselves." He started radio discussion idea in speech at NAB Chicago convention. Lyman Bryson, CBS public affairs counsellor, will follow inaugural program with weekly discussion of broadcast problems [BROADCASTING, Nov. 18].

FIRST CANADIAN station and probably first North American station to appoint exclusive British representative is CKEY Toronto, naming Fremantle Overseas Radio Ltd., London, as exclusive representative in Great Britain and Eire.

FIRST FM station in Intermountain Area, KFXD-FM Nampa, Ida., conducting equipment tests with operation scheduled at early date.

WQXR New York will observe 10th anniversary of call letters Dec. 3. Announcement, "This is the 10th anniversary of our call letters, WQXR New York" will be used in place of usual station break.

Ready Now . . .

TWO NEW ADDITIONS FOR YOUR WLW FAXFILE . . .

about Farm Programming . . .

With our audience split almost 50-50 between urban and rural listeners, it's small wonder that WLW presents such a comprehensive, well-rounded farm program service. For years we've been airing custom-built rural-appeal programs for our loyal listeners beyond the city limits. For the whole story, glance through the latest addition for your WLW Faxfile, "Farming Is Serious Business With WLW".

about Merchandising . . .

If the men behind the counter aren't behind your campaign, your advertising dollar just can't do its best work. That's why the merchandising department at The Nation's Station is such a beehive of activity the year 'round . . . cultivating the good will and cooperation of the men who move your merchandise in this prosperous 4-state area. For Faxfile facts on this important work, read "It's A Beautiful Friendship".

P. S. If you don't receive your copies soon, drop us a line.

P. P. S. After perusing, slip both in that super-handy WLW Faxfile.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY BRO[illegible]TING CORPORATION